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THE NEWSPAPER OF THE INDUSTRY

# ELECTRIC REFRIGERATION NEWS

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## FRIGIDAIRE CORP. RETURNS TO ONE YEAR WARRANTY

### Shorter Guarantee on All Equipment Announced

DAYTON, Jan. 2.—Frigidaire Corp. returned yesterday to a one-year guarantee on all types of refrigerating equipment built in its factories, according to E. G. Biechler, president and general manager.

"A long-time guarantee means much less to the customer than the name and reputation of the company which stand back of the product, according to the experience of Frigidaire," states Mr. Biechler.

"We feel that a guarantee of one year or even less is a sound way to sell refrigeration products. Such guarantees have proved highly satisfactory in merchandising other mechanical products.

"Unusual competitive conditions were responsible for the appearance of the long time guarantee in the refrigeration field.

"These conditions in time brought about a situation where the factory guarantee, instead of being used as a manufacturer's warranty of material and workmanship and of customer satisfaction, became a competitive selling point, with guarantees stretched to absurd lengths, and salesmen talking comparative guarantees rather than the merits of their particular products.

"Companies new to the refrigeration industry, with no manufacturing and field experience, and no basic knowl-

(Concluded on Page 4, Column 4)

## MARKET EXECUTIVES DISCUSS SALES COSTS

DAYTON—If American merchandisers are to overcome effects of the unfavorable economic situation existing today, and place their businesses once again on a profitable basis, they must do so by readjusting their operations to meet present conditions.

This was the context of several addresses made by some of the nation's leading market executives when they spoke before the second national conference of the American Marketing Society here last week.

L. D. H. Weld of McCann-Erickson, Inc., New York City, new president of the society, said that development and expansion of marketing organizations must be guided along more conservative lines, if recurrence of the present marketing situation is to be avoided.

"Both producers and marketers must pay attention to the broader problems of better coordination of production and demand," he said. "This brings up the question of better economic planning through trade associations and possibly through some advisory national council.

"It also brings up the question of modification of the anti-trust laws to permit voluntary agreements to curtail sales and production.

"Retailers and wholesalers face a problem with regard to their operating costs," he continued. "During the depression, their costs, expressed as a percentage of sales, have risen sharply.

"Since gross margins have not increased, this means that net profits have been wiped out for many middlemen. This situation has been brought about largely by the inflexibility of

(Concluded on Page 4, Column 5)

## *Gibson Officials Hold Field Meetings*

KANSAS CITY, Mo.—Gibson electric refrigerator distributors of this city, Dallas, Tex., and Houston, Tex., were shown the 1933 line of Gibson refrigerators last week by Frank S. Gibson, Jr., vice president in charge of sales, E. S. Born, service department manager, and F. G. Purcell, assistant to Mr. Born.

E. H. McCarthy, manager of this territory, has been arranging the meetings.

## *Takes Firm Stand*

E. G. Biechler, president and general manager, Frigidaire Corp.

## FRIGIDAIRE SURVEYS 1932 UTILITY SALES

DAYTON—Electric refrigeration accounted for 16.4 per cent of the entire connected load of the public utility companies in 1932, an increase over the percentage of 11.5 in 1931, according to a study of public utilities merchandising its products, made by the Frigidaire Corp.

Total revenue from merchandising electrical appliances for the first six months of 1932, as reported by the utilities, was 40 per cent under the total dollar volume for the same period of 1931. Notwithstanding, during this same period, customer billings of electric refrigerators showed a decline of only 10 per cent.

This slight decline in refrigerator dollar volume is considered the more remarkable because of the fact that price reductions in effect during the first half of 1932 necessitated much larger unit sales in order to approximate the same dollar mark, Frigidaire officials point out.

During 1931, the utilities reporting stated that a total of 22.4 per cent of the total kwh. consumption resulting

(Concluded on Page 4, Column 1)

## *Leonard Names Three New Distributors*

DETROIT—Three new distributors, two of them in Texas and one in Portland, Me., have been added to the lists of the Leonard Refrigerator Co., according to R. I. Petrie, general sales manager.

They are: Mathes Co. of Fort Worth, Tex., headed by Curtis Mathes; Adleta Showcase and Fixture Mfg. Co. of Dallas, Tex., of which E. C. Adleta is the proprietor; and the Cressey and Allen Co., 123 Middle St., Portland, Me., of which Frank C. Allen is president.

## GIBSON MARKETS HERMETIC LINE, ANNOUNCES KEROSENE UNITS

### Gibson Describes Cycle Of Absorption Machine

GREENVILLE, Mich., Jan. 3.—Designed for sale in rural areas and small towns not served by public utilities, a new three-model "KeroUnit" line of kerosene-operated absorption refrigerators is being introduced by the Gibson Electric Refrigerator Corp., according to C. J. Gibson, president of the company.

Using cabinets of standard Gibson design, the new absorption refrigerator will be available in 5-cu. ft., 6½-cu. ft., and 8-cu. ft. sizes. Prices have not been announced.

According to Mr. Gibson, work in designing the kerosene unit was started in 1928. Eighteen months ago, a number of the refrigerators were installed on trial in several sections of the country, and their operation checked by Gibson engineers.

Findings on these tests were used as the bases for final changes made in the unit before it was placed on the market.

The "KeroUnit" is equipped with a three-burner oil stove. Mechanism of the refrigerator comprises two main parts, the primary system and the burner assembly. The former is made up of the generator, expansion tube, condenser, receiver, and return tube.

As described by Mr. Gibson, the con-

(Concluded on Page 13, Column 3)

## PETRIE TELLS VALUE OF WHOLESALE MAN

PITTSBURGH — "The distributor's wholesale man is more than a mere salesman; he is a sales manager—a developer and builder of dealer effort."

In this manner, R. I. Petrie, general sales manager of the Leonard Refrigerator Co., outlined their place in the sales picture to 24 distributors' men, assembled Dec. 28 and 29, at the William Penn hotel here, for a wholesale school in this area. He was assisted in the meeting by A. M. Taylor, merchandising director of Leonard.

To the school came representatives of Leonard distributors in Pittsburgh, Wheeling, W. Va., Buffalo, and Altoona, Pa.

Representing the J. A. Williams Co., Pittsburgh distributor, were M. E. Golomb, W. C. McClelland, Chas. J. Hardy, Joseph Shenkin, Arnold Epstein, Frank E. Gould, E. H. Kifer, and L. W. Preece.

From the Front Co., Wheeling, W. Va., came Sam E. Front, S. S. Front, O. O. Clough, Paul Holker, and A. K. Clifford.

The Radio and Motor Service, Altoona, Pa., were represented by R. P. Good, John Good, Joe Good, C. F.

(Concluded on Page 4, Column 3)

## *Widens Market*

Charles J. Gibson, president, Gibson Electric Refrigerator Corp.

## GRIGSBY-GRUNOW TO RECALL 2,000 MEN

CHICAGO—"During the month of January, 1933, we expect to call back approximately 2,000 employes to our refrigeration division," states John F. Ditzell, assistant vice president in charge of refrigeration for Grigsby-Grunow Co., manufacturer of Majestic refrigerators.

The Grigsby-Grunow Co. will begin its 1933 refrigerator season with four times as many unfilled orders on file for scheduled shipment to distributors as at any similar time in the history of the company, according to Ditzell.

"Shipments of Majestic refrigerators during the months of October and November, and up to and including Dec. 20, 1932, were more than three times as large as in the corresponding period of 1931," states Ditzell.

"Sales to consumers by our distributors in New York City and Chicago during the last three months are double those of a year ago. These sales were largely for installation in apartment houses."

## *Minneapolis Firm to Sell Penn Switches*

DES MOINES, Iowa—The Uhl Co., Minneapolis, has been appointed exclusive representative for Minnesota, North Dakota, and South Dakota, of the Penn Electric Switch Co. of this city, according to Nelson B. Delavan, sales manager.

### New Design Featured in 5.35-Cu. Ft. Model Selling for $112

GREENVILLE, Mich., Jan. 3.—All models of the 1933 Gibson electric refrigerator line will be equipped with two-cylinder hermetically sealed units, according to C. J. Gibson, president of the Gibson Electric Refrigerator Corp.

Mr. Gibson also states that a new series L line is being introduced to supplement the standard series H line.

The new series L consists of two models, with 5.35 and 7.10 cu. ft. of storage capacity, and priced at $112 and $149 f.o.b. factory, tax paid. Cabinets in the L series are streamlined, with flush-fitting, curved-top doors, and a 13-in. leg.

The standard series H resembles the 1932 models in appearance, with the addition of several features such as the hermetically sealed system, a recessed dome light, an automatic door opener, adjustable shelves, a dairy basket, and a porcelain evaporator.

The same horizontal, opposed double cylinder compressor that featured the '32 line has been revised for hermetic sealing. Cast iron is used for the motor and compressor cover so that it can be disassembled in both series L and H easily, Mr. Gibson states. The new system employs a high side float.

By changing from an 11-in. to a 13-in. leg, the height of the lower shelf has been raised to approximately knee-height. This will eliminate excessive

(Concluded on Page 13, Column 1)

## KELVINATOR ISSUES '32 BALANCE SHEET

DETROIT—Balance sheet contained in the seventh annual report just issued to stockholders by Kelvinator Corp. and subsidiaries shows that at the close of the fiscal year ending Sept. 30, 1932, the organization had on reserve $363,709 to cover deposits made by dealers for service during guarantee periods.

This balance sheet does not include data on Refrigeration Discount Corp. and Kelvinator of Canada, Ltd., which were reported separately in the same communication to stockholders.

Also on reserve was $461,452.56 to cover free service and parts warranty at the organization's factory branches. Inventories of raw materials, supplies, and stocks in process totaled $688,388.85 in value, while finished products and service parts were set at $1,493,640.76.

Land, buildings, and all equipment were valued at $7,348,183.70, allowing for depreciation. The balance sheet shows that 1,196,783 shares of stock, valued at $12,468,274.82 have been issued.

A statement in the condensed income summary shows that during the fiscal year, selling, advertising, and administrative expenses, exclusive of depreciation, totaled $4,739,158.39.

Annual meeting of Kelvinator Corp. stockholders will be held at the Kelvinator factory offices here at 11 a. m., Jan. 16.

## APEX REPRESENTATIVES PLAN '33 MERCHANDISING

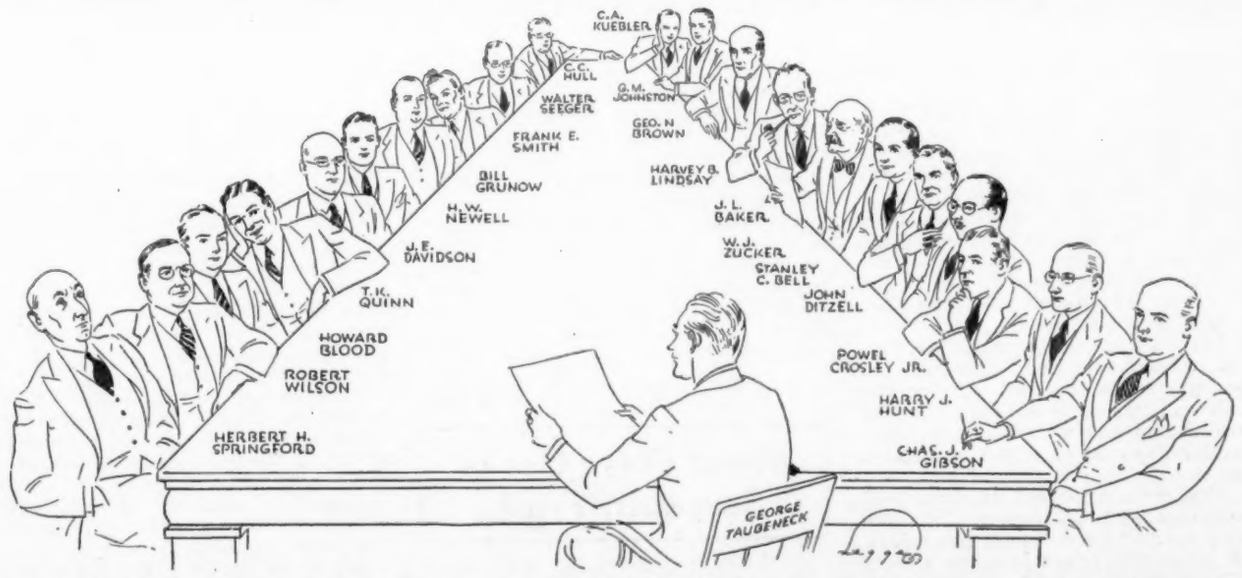
CLEVELAND — Meeting to draft merchandising plans for 1933, 200 sales representatives of the Apex Electrical Mfg. Co. gathered on Dec. 27 for a four-day meeting here. The meeting marked the twentieth anniversary of the Apex organization.

The field men, who cover the United States, Canada, and Europe, inspected the Jordan factory, recently purchased by Apex, and other of the company's plants.

## *Norton, Va., Concern to Distribute Gibsons*

NORTON, Va.—Kline Corp. of this city has been appointed distributor for Gibson Electric Refrigerator Corp., Greenville, Mich., according to P. W. Peck, southern Gibson representative.

## *All-American Board of Strategy Probes Industry's Future*




Remarkable assemblage of the refrigeration industry's chief executives pictured above is gathered in this issue of the News to answer questions propounded by Editor George Taubeneck on the future of the industry. Opinions of these executives will be found on pages 2, 12, 14, and 15. George Mason and H. W. Burritt of Kelvinator, E. G. Biechler of Frigidaire, P. B. Zimmerman of General Electric, R. C. Cosgrove of Westinghouse, Louis Ruthenburg, and others were also invited to the conference, but were kept away by illness and the holidays.

# EXECUTIVES CONSIDER PROSPECTS FOR 1933

(Editor's Note—Opinions of industry executives and suppliers on trends the electric refrigeration industry may take in 1933 were asked in the "Letter to Executives" published in columns three and four of this page. Answers start below and will also be found on pages 12, 14, and 15.)

## *Springford Says 1933 Business Will Be Off*

Servel, Inc.
51 East 42nd St., New York City
Dec. 22, 1932.

Editor:

Business in 1933 will probably be off. The peak year on household refrigerators was 1931 and that record will probably stand until the country has experienced at least a year of all around general business improvement.

Prices will probably be the dominating factor in 1933, although at the same time the public are realizing that to get quality and performance they must pay a fair price. Quality and performance will count more and more as time goes on.

The manufacture and sale of private brand electric refrigerators will not help the industry, for they lower the prestige of trade names and tend to confuse the public. Department store merchandising may prove a temporary field for disposing of over production at no profit.

Long term guarantees are unsound. The sooner the industry returns to sound and businesslike deals, the better off we will be. We feel that the industry has gone the limit in time payment terms and down payments for to further extend these would create a situation where, due to the rapid developments in the industry, a dealer would have equipment become obsolete before final payment.

With a general business improvement the commercial refrigeration market would improve as credits become acceptable.

We do not feel that the year 1933 will bring much "air-conditioning business." The equipment to date is not sufficiently developed nor has public acceptance been sufficiently created.

ELECTRIC REFRIGERATION NEWS is a good trade journal and through its columns we are able to keep abreast of developments in the industry.

HERBERT H. SPRINGFORD,
Chairman of the board.

## *Gibson Predicts Rise In Sales Volume*

Gibson Electric Refrigerator Corp.
Greenville, Mich.
Dec. 29, 1932.

Editor:

Replying to your favor of Dec. 19, we believe that during 1933 the sales of electric refrigerators will be as great as during 1932, and that as general conditions improve the volume of sales of electric refrigerators will improve substantially.

We do not believe that the peak year in the sale of household refrigerators has been reached by quite a substantial amount, for the sale of ice refrigerators was maintained for a number of years in a volume of substantially over a million refrigerators per year, and ice refrigerators did not present anywhere near the sales possibilities that exist with electric refrigerators.

As to the most effective sales appeal in 1933, we feel that all of the qualifications which you mention will be necessary, and that they will all have their effect on the consumer. We feel that quality, performance, economy and convenience together with an attractive sales price will create the sales.

We believe that the department stores and furniture stores each year will sell more electric refrigerators and that the sale of electric refrigerators by these outlets will increase the total sales in the industry.

It is our opinion that the matter of long term guarantees has been more or less settled with the general trend to the one-year guarantee, but seems to be in great demand by dealers and distributors.

We feel there will be a decided improvement in the market for commercial refrigeration as soon as general business conditions improve and the future holds as great a potential dollar sales possibility as we now have in domestic refrigeration.

Of course, the industry could not get along without the ELECTRIC REFRIGERATION NEWS which has done an outstanding job in the industry. ELECTRIC REFRIGERATION NEWS is one of the most progressive and constructive publications and we feel indebted to it for its benefit to the refrigeration industry.

CHARLES J. GIBSON,
President.

## *Johnston Discusses '33 Sales Appeals*

Universal Cooler Corp.
Green and Melville, Detroit
Dec. 29, 1932.

Editor:

Answers to the questions contained in your letter of Dec. 19, 1932, are made in numerical order:

1. ——

2. There is no doubt but that quality and performance would be the most effective sales appeal for 1933. However, the inclination seems to be very much towards lower prices.

3. Once the industry discontinues price cutting and establishes proper performance standards, it should take its proper place in the major industries of the country.

4. ——

5. We expect to see an increase in the marketing of private brand refrigeration, but doubt if this will continue.

6. We expect to see department stores as one of the major outlets for domestic refrigeration.

7. It is our belief that the different finance companies will be inclined to shorten time payment terms.

8. ——

9. There should be an improvement in the commercial refrigeration field over 1932, with air conditioning taking rather a large volume, which equipment has reached a practical stage.

10. (Included in above.)

11. ——

12. We think ELECTRIC REFRIGERATION NEWS has very definitely fulfilled its mission of service to the electric refrigeration industry.

G. M. JOHNSTON,
President.

## *Hunt Favors 'Fair' Performance Tests*

Trupar Mfg. Co.
Dayton
Dec. 27, 1932.

Editor:

Please pardon the delay in replying to your letter of Dec. 19.

As near as possible, I will give you my opinions of the questions you raise.

1. We do not anticipate an increase in sales for the industry for the coming year. We believe that the peak year of 1931 stands at least for some time. To say when 1931 will be exceeded is to state how long present conditions will last and when prosperity will again be here. This is obviously impossible.

2. While there will undoubtedly be much emphasis placed on price during 1933, we ourselves feel that quality and economy of operation are the big factors during the coming year. With this must be convenience features. Performance will be taken for granted in any well-built refrigerator.

3. Performance standards that were fairly arrived at would be a good feature for the industry. By "fairly arrived at" we mean actual temperatures maintained under given conditions with wattage consumption and other factors taken into consideration.

To advertise performance by type of compressor or number of cylinders is excellent advertising but does not make a fair criticism of performance for the industry.

4. Retail prices will probably not be any lower, if we consider this to mean the "low prices" reached by unknown manufacturers. These levels have been very far below the base lines established by the major manufacturers. There may be some reductions in these prices of major manufacturers. We feel that this will be through necessity rather than desire.

5. During the present period of economic distress a private brand refrigerator may thrive, but with the return of a more substantial market, we believe that it will correspondingly lose force.

Consequently the development of this business is purely a temporary matter. For this reason we do not believe it is a wise policy for those manufacturers who are looking ahead.

6. You ask—"Will the department store affect the industry?" The answer is—"It has already," and we believe that any influence it may have in the future will not be as great as that which it has had in the past.

7. We do not believe that time payment terms will be lengthened or down payments reduced. As for the future of free trial selling, there is always some one who will give merchandise away in an effort to make a sale.

8. We do not believe in long-term guarantees, and we hope that the industry turns to a one-year guarantee. The three-year guarantee as a rule works a greater hardship on the distributor and dealer and most wise distributors and dealers realize this and would be the first to welcome a change.

9. There will be an improvement in the commercial refrigeration market when credit of the small business man is improved. The possibilities in this market are as great as in the domestic market but not for the over-night manufacturer.

10. We do not believe the air conditioner will account for a sizable portion of sales for 1933, if by sizable you mean a fairly large volume. It will be more important but will not reach its peak for some years to come. In the main, this equipment is in a marketable stage but the market is too busy paying taxes and rent and trying to keep the children in school.

11. Taking on companion lines is the result of seeing greener grass in the next pasture. It is the effort for each of us to live by taking in our neighbor's washing.

If the distributor is a refrigeration distributor, we believe that he will not be interested in companion lines when business conditions are such that he can get his volume on refrigeration. The situation, of course, is entirely different where the distributor is a wholesaler of catalog items or the dealer operates a store.

Naturally this does not come under the heading of companion lines which usually applies to the dealer or distributor who is handling two or three specialties only.

12. We believe ELECTRIC REFRIGERATION NEWS has fulfilled its mission to the industry during the past year; meaning that it has served up promptly, in a well-written fashion, all the news from all sources. As a newspaper and from the reportorial standpoint, its job has been excellently done.

From the editorial policy standpoint, we have been especially pleased with those evidences during the past year of taking a definite stand to stabilize the industry.

Any effort placed by ELECTRIC REFRIGERATION NEWS behind stabilization or increase in prices, selling quality instead of price, or any other sound business policy, should, we believe, be given precedence over reportorial necessity.

H. J. HUNT,
President.

## *Blood Flays Use of Bargains, Tricks*

Norge Corp.
Detroit
Dec. 31, 1932.

Editor:

Would that I had the wisdom to answer correctly all the questions in your letter of Dec. 19. The prophet who could actually do this would probably not be believed anyway.

Here at Norge we are not attempting to answer all these questions at the present time, but are simply doing the best we can to stick to the principles that have guided us in the building up of this business to date, namely—to make the best product that we can learn how to make and to sell it on a basis that offers a good deal to our dealers and distributors.

We have a great deal of confidence in the future of this industry and in the fact that companies that stick to sound manufacturing, business, and selling principles will find that the future, rather than the past, will reveal the greatest sale and the greatest profit.

1933 should be a year of serious, intelligent, hard effort by engineers, manufacturers, salesmen—by the whole refrigeration fraternity. The public are fed up on bargain sales and trick deals.

In the electric refrigerator, we have something that is good enough to be sold at times of depression, on its actual merit so lets all keep our eye on quality and service and look forward with confidence to the future of this industry.

HOWARD E. BLOOD,
President.

## *Ditzell Anticipates Slight Increase*

Grigsby-Grunow Co.
5801 Dickens Ave., Chicago
Dec. 22, 1932.

Editor:

Your letter of Dec. 19 addressed to Mr. Grigsby has been referred to me and I will answer your questions in the same rotation as outlined by you.

(1) We anticipate a slight rise in the electric refrigerator sales curve for 1933. This anticipation is predicated upon the improved merchandising and selling operations of many of the larger manufacturers.

This improvement includes not only better activities by the manufacturers' organization, but also improved operations on the part of distributors. Also, there will unquestionably be further changes in methods of distribution which will have a tendency to increase the sales over 1932.

We do not believe that the industry has reached its peak year and anticipate that the peak will not be reached until there is a return to normal economic conditions, particularly conditions affecting the building trade.

(2) Our opinion as to the most effective sales appeal for 1933 is both price and quality. Performance, of course, is essential. Style to some extent will have a bearing on sales. Economy and convenience are well established.

(3) We question whether the industry is in a position to establish standards of performance to an extent that would impress the buying public. Instead we are of the opinion that the buying public in 1933 will place greater confidence in the well-established manufacturers whose products are nationally known.

(4) Strange as it may seem, we anticipate that the average retail sale for 1933 will be only slightly less than in 1932.

(5) We anticipate that during the first quarter, or possibly the first half of 1933, there will be an influx of private-brand merchandise, but are of the opinion that by the first of June, the dealers who have been influenced to buy this type of merchandise will find themselves in a very critical position as to stock on hand and their inability to move it in comparison with sales of nationally-known brands.

In regard to selling direct to retail outlets, this is a matter which only the individual manufacturers can decide. It depends to a large extent upon their established distribution policies and many other problems which enter into such an undertaking.

**Department Stores Beneficial**

(6) If department store sales have any effect on the industry, it will be a beneficial one. It might be that they will continue, for a short time, the private brands, but eventually they will recognize in the national brands a more substantial profit and will gradually turn to the promotion of standard makes, as they have already done in many instances on other products.

(7) The answer to time-payment terms lies with the finance companies. There is a tendency at the present time to reduce them. Apartment house sales will unquestionably be continued on three-year terms. Retail sales will undoubtedly have an average of between 18 and 24 months.

Home demonstration or free trial selling will undoubtedly continue and, if properly handled, should be beneficial.

(8) We are not in accord with the idea of a long-term guarantee. It seems inconsistent from a merchandising and selling viewpoint and a competitive situation is the only justification for the present 3- and 4-year guarantees.

(9) We do not manufacture commercial refrigeration equipment and, although we have a general knowledge of the possibilities, are not in a position to make a forecast.

(10) We seriously question if air-conditioning equipment will be a sizable portion of the industry's sales in 1933. We do not think the present-day air-conditioning equipment has reached a practical marketable stage. How soon it will reach this stage is dependent upon laboratory development.

(11) We believe the trend toward merchandising companion lines of merchandise will continue and we believe it sound if properly directed and departmentalized by distributors and dealers. We prefer not to give our opinion as to the most advisable of the companion lines.

(12) Obviously ELECTRIC REFRIGERATION NEWS has fully fulfilled its mission of service to the industry. It has been a source of very valuable information to everyone in any way connected with electric refrigeration.

It is one of a very few trade papers in which the editorial policy is a factor. Ordinarily trade paper editorials are the least important of the service rendered. However, ELECTRIC REFRIGERATION NEWS editorials have been a powerful and beneficial influence to the industry during 1932. We hope for your continuance along the same lines in 1933.

JOHN F. DITZELL,
Assistant vice president in charge of refrigeration.

## *Smaller Market in '33 Probable—Crosley*

The Crosley Radio Corp.
Cincinnati
Dec. 29, 1932.

Editor:

It would seem proper that our company should remain in the background so far as comments as to the future of the refrigeration business. It is only a year since we first offered electric refrigerators, but here are comments for what they may be worth.

It would seem that the sales curve of electric refrigeration in 1933 depends entirely upon the buying power of the public. Surely the peak of the refrigeration sales curve has not been reached.

Unless there is a very definite improvement in general business conditions, 1933 must offer to the refriger-

*(Continued on Page 18, Column 1)*

## Letter to Executives

(Editor's Note—Following letter was mailed in December to chief executives of leading manufacturers of refrigeration equipment and supplies. Replies to the letter appear on this and following pages.)

In what direction is the industry moving? Manufacturers, distributors, and dealers are all completing the plans for 1933 now, and it is vital to their interests and to the general health of the industry that they be guided by the best thinking on the subject of future trends that the refrigeration industry can afford.

We feel that your opinions in answer to some of the questions below may be invaluable in helping determine what course the electric refrigeration business shall follow in coming months. And we shall appreciate it exceedingly if you are able to mail us your statement before Christmas, so that it may arrive here in time to be included with the set of executive opinions we plan to publish in the Jan. 4 issue.

Following questions may serve as a guide in the preparation of your statement:

1. Do you anticipate a rise or decline in the electric refrigeration sales curve for 1933? Do you think the peak year in sales of household refrigerators has been reached? If not, approximately when do you think the industry will arrive at that point?

2. What do you think will be the most effective sales appeal in 1933? Price? Quality? Performance? Style? Economy? Convenience?

3. Would the establishment of performance standards help maintain quality in the industry, and prevent further price cutting?

4. Do you expect retail prices of refrigeration equipment to go up or come down?

5. Will the manufacture and sale of private brand electric refrigerators increase and spread? Do you believe the sale of private brand products directly to large retail outlets to be a wise policy for manufacturers with established trademarks?

6. How do you think that the advent of department stores as an important factor in the merchandising of electric refrigerators will affect the industry as a whole? Will the influence of department store selling increase or decrease in importance in the future?

7. Will time payment terms be lengthened and down payments reduced, or has the industry gone about as far in this direction as is economically feasible? What is the future of free trial selling?

8. What is your opinion on the wisdom of long-term guarantees? What turn do you expect the industry to take on this subject?

9. Do you look for an improvement in the market for commercial refrigeration equipment? What are the future possibilities of this market in comparison with the household market?

10. Will the sale of air-conditioning equipment account for a sizable portion of the industry's sales in 1933? Has present-day air-conditioning equipment reached a practical, marketable stage? How soon do you anticipate the full development of this market?

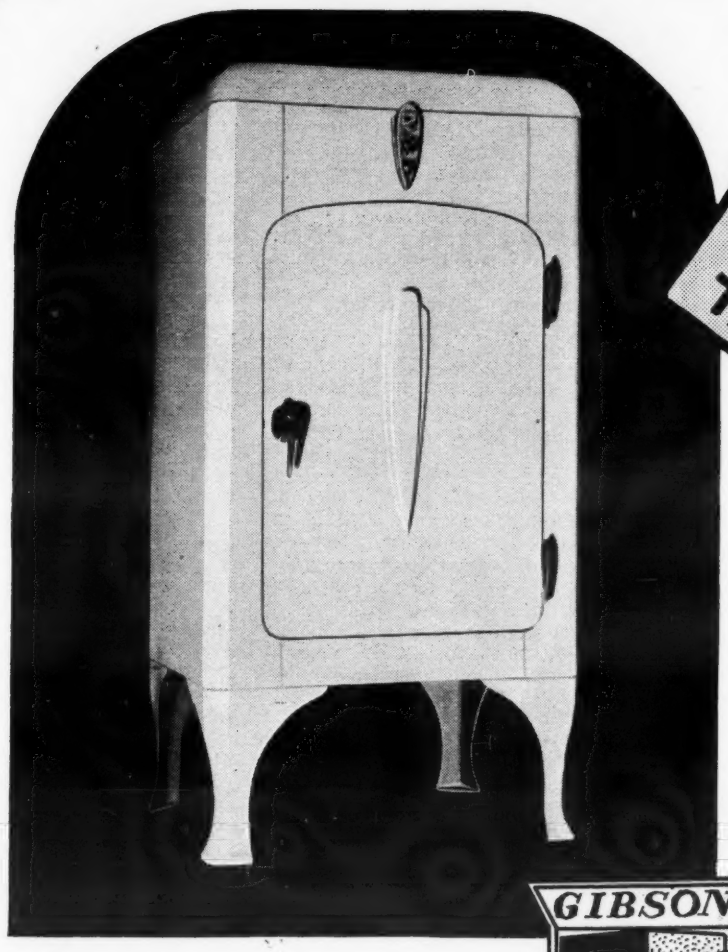
11. Will the trend toward the merchandising of companion lines of appliances by electric refrigeration distributors and dealers continue? What lines do you think best suited? Oil burners? Coal stokers? Laundry equipment? Electric ranges? Radios? Novelties (such as electric card tables)?

12. In what respects has ELECTRIC REFRIGERATION NEWS fulfilled its mission of service to the electric refrigeration industry in 1932? How can that service be improved in 1933?

We trust that your statement will not be confined to the limits of the questions outlined above, and that you will express your opinions on any subject relative to the future of the industry which you may feel to be pertinent and significant.

GEORGE F. TAUBENECK,
Editor.

# 1933 Another GIBSON Year!

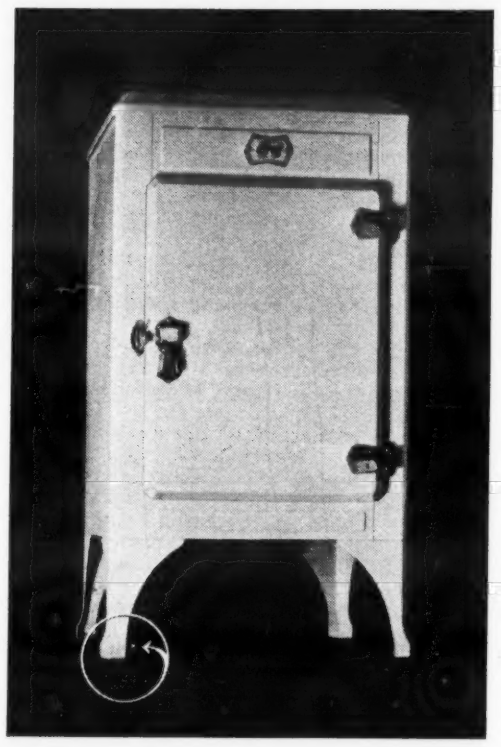


$112.00 F.O.B. FACTORY TAX PAID

NEW MODELS NEW BEAUTY NEW IMPROVEMENTS NEW LOW PRICES

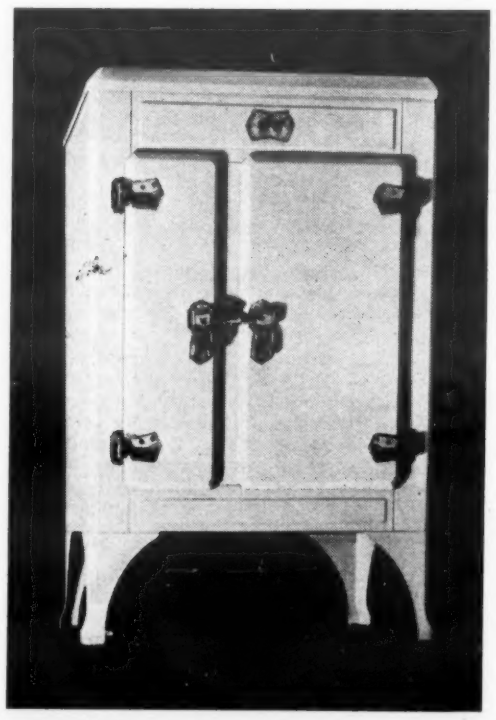
## All Models Hermetically Sealed

### Standard Series "H"



### PRESTOE! IT OPENS

A gentle press of the toe and the door swings open. Standard equipment on all six models of Series "H".



### New Series "L"

Stream line design, flush fitting, curve top door, embossed door panel, semi-concealed hardware. Two popular size models of 5.35 cu. ft. and 7.10 cu. ft. capacity.

GIBSON Electric

### MONOUNIT POWER

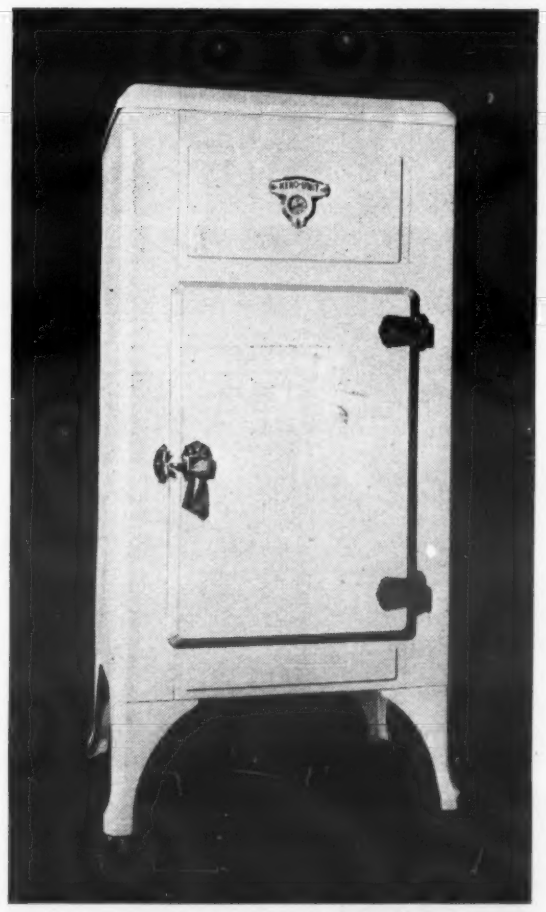
Half the weight—half the size of ordinary units. Only three moving parts. Direct piston drive. No oiling. 1/5 H.P. motor. We believe Gibson to be the only complete line with two cylinder, hermetically sealed unit.

## GIBSON OPENS THE DOOR TO A 10,000,000 MARKET

The Gibson line for 1933 offers dealers and distributors an unusual opportunity for profit. There is a Gibson refrigerator for every home, wired or unwired, and for every income, large or small. The Gibson series "L" is an outstanding value in low cost refrigeration. The Standard Series "H" offers the maximum in refrigeration development and at very moderate prices. Rounding out the complete line is the Gibson KeroUnit which brings simple, inexpensive refrigeration to millions of unwired homes.

There is a sizeable profit in every Gibson model and sales features galore. From its smallest to its largest model; from its lowest priced to its highest, Gibson quality, Gibson beauty and Gibson ingenuity combine to set a new standard of refrigeration values.

All inquiries are strictly confidential. Write for complete details.



### KEROUNIT

**Absorption Type**
**Kerosene Burning**

The Gibson KeroUnit brings the convenience and economy of mechanical refrigeration to rural and unwired homes. Watch for complete details and the KeroUnit announcement.

## GIBSON ELECTRIC REFRIGERATOR CORPORATION

GREENVILLE, MICHIGAN

# FRIGIDAIRE SURVEYS 1932 UTILITY SALES

*(Concluded from Page 1, Column 2)*

from all merchandise sales was directly due to refrigeration installations. This figure rose to 32.8 per cent in 1932.

Electric refrigerator sales accounted for more than 13 per cent of the total domestic revenue of the utility companies in 1931, and produced approximately $23,860,000 more in revenue than the next highest money maker among all electric appliances, the study shows.

The percentage of electric refrigeration repossessions increased only one-half as much from 1931 to 1932 as the repossession percentage for other electric appliances, which fact would show that the purchaser is more willing to make sacrifices to keep electric refrigeration in his house than any other appliance, conclude Frigidaire officials.

These percentages and comparisons, all based upon confidential information as far as individual utilities are concerned, have been tabulated in a "Book of Facts" recently sent to utility executives by Frigidaire.

"Since 1929 the sale of energy for industrial purposes has been going down, yet domestic loads have been steadily increasing," states the introduction to the book. "The chief factor in this increase has been public acceptance of electric appliances."

## *18 Kelvinators Ordered For Apartment*

PERTH AMBOY, N. J.—An order for 18 Kelvinators to be installed in the Madison apartments here, was secured by Joseph McDowell, refrigeration supervisor of the central division of the Public Service Corp. of N. J.

## *14 More Rex Cole Salesmen Are Toppers*

NEW YORK CITY—Fourteen more General Electric salesmen of the retail department of Rex Cole, Inc., General Electric distributor here, have earned membership in the Toppers club, national organization of star G. E. salesmen, according to Paul H. Hichborn, retail sales manager.

The new members and their respective divisions are as follows: Louis Goldbaum, Bay Ridge; Theodore Clarke, Bronx; Fred Bischoff, Bay Ridge; Haney Hansen, Flatbush; Herman Wagner, Flatbush; Ruger Hay, Manhattan; Walter Cassidy, Long Island City; Henry Sonntag, Staten Island.

William Irvine, Bond Street; Carl Carlson, Staten Island; Thomas Wilson, Staten Island; Perry Wagner, Bay Ridge; Denis Anglim, Queens Village; Charles Reinhardt, Staten Island.

## *29 Gibsons Sold During Xmas Week in East*

GREENVILLE, Mich.—H. E. Young, eastern division sales manager for the Gibson Electric Refrigerator Corp., reports that 29 Gibson refrigerators were sold in his territory during the week before Christmas.

Eighteen of these sales were made by the H. D. MacRae Co. of Rochester, N. Y. C. A. Claxton, salesman for this distributor, topped the list with nine contracts, while E. C. Hoffman was second with six.

William McClure, salesman for the L. F. Pease Co. of Providence, R. I., closed six sales the week before Christmas also. Five sales were made by Jerome Callahan of Bronstein Brothers, Linden, N. J.

# INSTALMENT BUYING DECREASES IN 1932

NEW YORK CITY—A decline of approximately $1,600,000,000 in deferred paper outstanding in the United States from 1929 through 1932 was estimated by Rex Cole, General Electric distributor of this city, following a survey of instalment buying extending the four-year period, conducted by the distributor through finance corporations and industries using the instalment system.

This decrease in time buying, which dropped from a high of $2,900,000,000 in 1929 to approximately $1,300,000,000 for this year, is a good sign for business improvement in 1933, according to Cole.

"It shows," states Cole, "that instalment paper totals decline very much in step with the fall in general business, and indicates that this form of selling keeps in tune with economic conditions and is neither expanded nor contracted against the trend.

"It proves furthermore, that instalment buying is a healthy American business practice.

"Any slight improvement in business should witness a wave of instalment buying such as this country saw in 1929.

"The American public has done without many necessities too long, and it is my guess that they will awaken some happy morning with prosperity at hand, with security again established, and with a shortage in many lines which obviously will start things humming again."

Instalment paper outstanding in 1930 showed a total at the close of the year's business of $2,400,000,000. In 1931, this dropped to $1,900,000,000, a decrease of $500,000,000. The close of 1932 business will be off approximately $600,000,000 in deferred paper outstanding.

## *Frigidaire Returns To One-Year Warranty*

*(Concluded from Page 1, Column 1)*

edge of how their products would perform in the acid test of kitchen use, heralded their advent into the business with the announcement of long-time guarantees.

"Unsound policies had their beginning. A general uncertainty on the part of the customer regarding the worth of any guarantee naturally followed.

"Dealers generally, public utilities and department stores particularly, have positively expressed to us their preference for a one-year guarantee, and our change in policy is, in a measure, in compliance with their wishes."

## Fall River Light Firm Wins $100 Prize

BOSTON—Fall River Electric Light Co., Fall River, Mass., was awarded first prize of $100 in a window display contest, conducted by Gentsch & Thompson, Inc., of this city, and Breckenridge, Inc., of Springfield, Mass., General Electric distributors, according to G. M. Craig, vice president in charge of sales promotion and advertising for Gentsch & Thompson.

The contest, held from Nov. 1 to Dec. 15, was to determine the most attractive Christmas window display of Hotpoint ranges. Second prize of $25 went to the Union Light & Power Co., Franklin, Mass.

Western Counties Electric Co., Amherst, Mass., won third prize of $15, and the Electrical Specialty Shop, Brockton, Mass., and the Lowell Electric Light Co., Lowell, Mass., both received $5 for honorable mention.

More than 25 photographs of window displays were submitted in the contest.

## 193.9% OF QUOTA MADE IN LOAD BUILDING DRIVE

PHILADELPHIA—The Victory Cruise, all-employe load-building campaign, recently conducted by the Philadelphia Electric Co. made 193.9 per cent of quota, according to Harry W. Ewald, director of sales promotion division.

Quota for the four-weeks contest was 30,000 points, equivalent to approximately $30,000 annual revenue from the appliances to be sold. The campaign resulted in 58,159, or $58,159 annual revenue from the appliances sold.

More than 12,000 prospects were secured, one quarter of these resulting in sales, states Ewald. All employes of the company, numbering 7,000, helped obtain prospects.

The entire company was divided into 19 units, and a battleship was assigned to each. The PES Virginia, assigned to the gas operating unit, finished the race in first place, obtaining 489.2 per cent of quota.

## *Gas Appliance Sellers Take Sales Course*

BROOKLYN—A series of four lessons designed to familiarize salesmen of the Brooklyn Union Gas Co., Electrolux refrigerator distributor here, with the uses of the range and refrigerator have been arranged by George F. B. Ownens, domestic sales manager.

After receiving instructions by representatives of the home service division, the salesmen will bake cakes, broil steaks, cook vegetables, make frozen desserts, and in general learn the most efficient ways of using these two appliances, according to Ownens.

## *Leonard Distributors Meet in Pittsburgh*

*(Concluded from Page 1, Column 3)*

Hughes, E. N. Walter, W. M. Moffitt, C. J. Blatchford, and M. R. Bernard.

Representatives of H. B. Alderman, Inc., Buffalo, who attended the meeting were E. R. Durkee and O. J. Stayley.

Others in attendance were B. T. Roe, district sales manager; Harley Ferguson, district service manager; J. J. O'Neil, new business manager of Redisco; and Frank Moening of the Donaldson Lithographing Co., Newport, Ky.

## *South Africa Firm Cables Order*

GREENVILLE, Mich.—C. I. Horowitz, export manager of Gibson Electric Refrigerator Corp., reports the receipt of a cable order for a carload of 1933 Gibson electric refrigerators from the Gibson distributor in South Africa.

# MARKET EXECUTIVES DISCUSS SALES COSTS

*(Concluded from Page 1, Column 1)*

certain important expense items of wholesalers and retailers.

"And it has resulted partly from the fact that in the retail field, many storekeepers over-expanded their operations during prosperous times, moved to expensive locations, and increased their proportions of non-selling space."

The depression has taught manufacturers, wholesalers, and retailers another valuable lesson, Mr. Weld declared—it has taught them to analyze their sales costs more thoroughly than ever before.

Proper analysis forms the basis for selective selling, he said, which will be recognized by increasing numbers of market men in the future as the foundation of profitable operations.

### Distributors Must Tune-Up

In another address delivered by Paul T. Cherington, retiring president of the society, the assembled market men were told that they must establish distributing organizations which are in tune with the times.

They must forget tradition and antiquated policies, and adopt only those practices for which there is a clearly defined need in marketing today.

"Now, the only test of good marketing is whether it gets goods from producer to consumer with as little as possible useless motion, and with a maximum of certainty that when finally added to the equipment of life, they will be of the right kind and in the right place at the right time," the speaker declared.

### Readjustment of Policies

Harry A. Hopf, president of the Association of Consulting Management Engineers, took much the same point of view as did Mr. Cherington, and said:

"Meeting the challenge of the day involves readjustment of many policies, practices, and points of view. It is predicated upon willingness to discard time-worn theories and methods adhered to simply because they used to work.

"It calls for liberal use of that neglected piece of furniture, the waste basket. In short, it means building on a foundation of fact rather than fancy, living in a world of realities rather than of hopes."

By way of making specific recommendations for stabilization of marketing in this country, Mr. Hopf said this:

"The way out of our present situation will have to begin with a general reduction in the customary return to capital on its fixed investment, combined with increased utilization of a more moderate plant capacity.

"It will have to include a thorough tuning-up of management methods, particularly with respect to distribution; it will have to comprise a new concept of labor relations, with shorter working periods, relatively higher earnings, and adequate provision for unemployment and retiring funds.

"It will have to lead toward increased cooperation between producer and consumer, between employer and employe, between vendor and purchaser, between company and company, between industry and industry, and finally, between business and government."

### Deplores Too Much Competition

L. H. Bronson of New Haven, Conn., deplored the effects on marketing of too much competition. He admitted that a reasonable amount of competition adds zest to general business, but added:

"The competition which needs to be eliminated is that which, in an effort to get too much distribution, makes use of too many distributors within trade areas.

"Competition from within trade areas, unless reasonably well controlled, generally results in economic loss," he said, and pointed out that this has created new interest in establishment of controlled distribution methods.

In a statement sent to the conference by P. A. O'Connell, president of the National Retail Dry Goods Association, the market men were told that business stability can be founded only on quality in merchandise, as buyers will never have confidence in manufacturers and sellers if the latter offer cheap products.

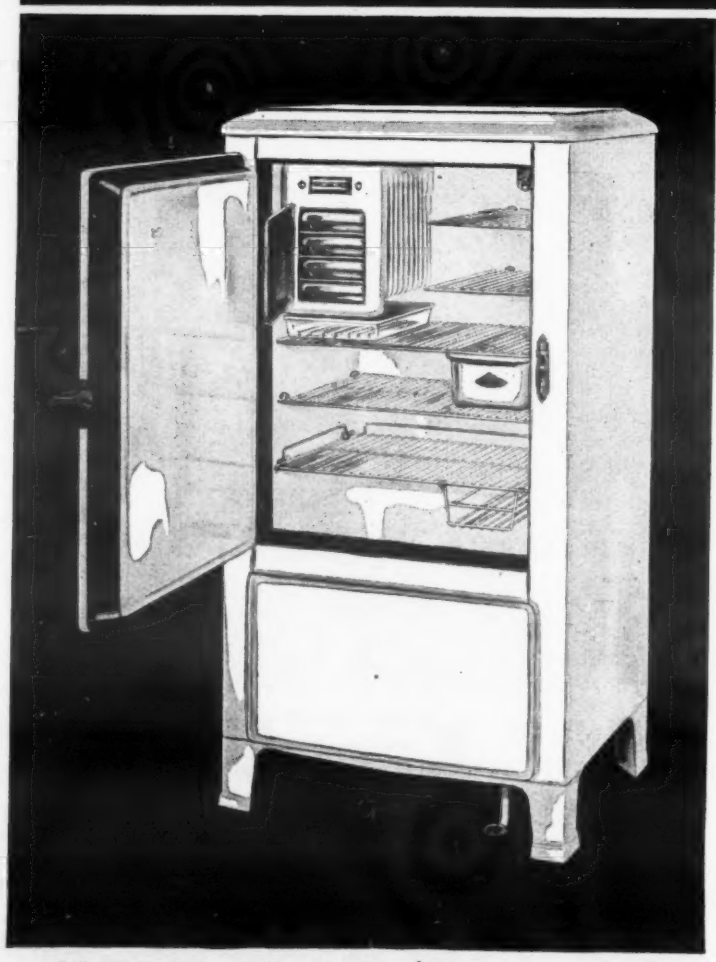
Closer relationship among manufacturers, wholesalers, and retailers was urged by Henry King of King Dobbs Co., Chatanooga, as a means of improving marketing's general condition.

The three agents should not work separately, but together, he said, to promote sound distribution. "Such relationship may not be much short of a partnership—not a partnership of capital but one of goodwill and mutual interest.

"Performance on this basis will do much to cure . . . price cutting, loss leaders, and the 'footballing' of well known products, resulting in many important commodities riding through distribution channels as 'deadheads'," he said.


THEY MAY LOOK AT OTHERS

They Want to TRY THE LEONARD



MODEL PL-751 (7½ cu. ft.)

**Because it has more ACTION features —including the exclusive LEN-A-DOR**

Women are not content just to *look* at the Leonard Electric. They pause long enough to admire its beauty of design and finish—then they want to *try* its many action features for themselves.

The LEN-A-DOR, for example—Leonard's exclusive self-opening door, which cuts kitchen mileage in half, and is called the handiest thing in the home! The sliding dairy basket (also exclusive); the sliding and telescoping shelves! The vegetable crisper, Chill-om-eter with its 8 freezing speeds, the Steady-Kold Defroster (refrigerates while it defrosts), and the automatic safety cut-out.

These and other outstanding Leonard features pack your demonstration with *action*. They appeal instantly to women—make the new Leonard Electric easy to sell and profitable to handle. Add Leonard's prestige and reputation for quality—built over a period of 52 years—and you can understand Leonard's phenomenal sales success.

There are 10 new models (4 all-porcelain)—a rare combination of beauty, capacity, convenience and value. Write or wire *now* for details, as desirable territories are being rapidly closed.

LEONARD REFRIGERATOR COMPANY
14256 Plymouth Road, Detroit

(542)

LEONARD ELECTRIC REFRIGERATOR

PRICES START AT $112 F. O. B. DETROIT
INSTALLATION AND TAX PAID

# WHAT ABOUT 1933 ?

## 1
### HERMETICALLY-SEALED UNITS

Every Westinghouse refrigerator is powered by a refined and perfected **HERMETICALLY-SEALED** unit . . . *in* the top . . . out of sight . . . requiring minimum care and attention.

## 2
### DUAL-AUTOMATIC CONTROL

Only Westinghouse provides *completely* automatic protection against emergencies through the Spencer disc thermostat . . . **PLUS** 7-point selective temperature control.

## 3
### FINEST QUALITY CABINETS

Westinghouse cabinets of welded all-steel construction have seamless porcelain interiors and frosters . . . flat ribbon shelves . . . micarta trim . . . chromium hardware . . . and many other features of beauty and convenience.

## 4
### A COMPLETE LINE

There is a Westinghouse model for every purse and taste in sizes ranging from 2.6 to 20.0 cubic feet capacity . . . lacquer and porcelain finish.

## 5
### ONE LINE . . . ONE HIGH QUALITY

Westinghouse makes only one kind of refrigerator . . . the **BEST** that can be built. From every standpoint this offers you advantages in sales and service.

## YOU NEED THIS KIND OF PROGRAM TO BE SUCCESSFUL

Westinghouse dealers can further profit by a connection with one of the greatest names in electricity . . . a connection that offers possibilities for merchandising a complete line of quality home electrical products . . . *at a profit*. Your territory may still be open. Before you lay any plans or sign any franchise for 1933, get full details on Westinghouse. Write, wire or telephone . . . *today!*

## 6
### COMPETITIVE PRICES

Westinghouse refrigerators now offer highest quality at prices that compare favorably with the very cheapest makes.

## 7
### GENEROUS DISCOUNTS

Westinghouse has established larger dealer discounts to meet present conditions.

## 8
### SOUND, COÖRDINATED ADVERTISING

Westinghouse advertising for 1933 provides broad national coverage in magazines, newspapers, radio and outdoor . . . with substantial local advertising . . . and special campaigns that *bring buyers into dealers' stores.*

## 9
### SALES TRAINING ASSISTANCE

Westinghouse provides complete cooperation in the training and stimulation of salesmen with educational material . . . slide films . . . contests and other assistance.

## 10
### ADEQUATE FINANCING

Westinghouse helps broaden your market with a finance plan that attracts and protects the dealer and consumer alike.

# Westinghouse

*Dual-automatic* **REFRIGERATOR** *Hermetically-sealed*

# BY GEORGE F. TAUBENECK - - -

## All About Technocracy

For some weeks, a new word has been bobbing up in the columns of newspapers and magazines. The new word is "technocracy." Everybody seems to be talking about it. Know what it means? We're not sure we do either. But here is a summation of all we can find out about it—just in case you're caught short by a dinner partner.

Technocracy is the name for a depression panacea. It is applied to a set of ideas evolved by a group of engineers at Columbia University, who declare they have found the one sure way to save this country from economic ruin.

Maybe they're right. We don't know. ('Member the old riballad, "It may be so, but we don't know, it sounds so mighty queer," etc.?)

They predict that 25 million men will be unemployed by April of 1934, and that our economic system will collapse at that time. They say that there is positively not a ray of hope for the country unless its government and industrial setup are changed now.

Technocrats say that there is shameful waste in our price system because manufacturers deliberately sell inferior products which will wear out quickly and so keep demand constant.

If they wished, manufacturers could today give us razor blades which would last a lifetime, automobiles that would run 350,000 miles without an overhauling, shoes that could be worn two and a half years, and clothes that would last five or six years, says technocrat leaders.

Such waste cannot go on much longer, they insist. Eventually our whole economic system will crash. Right now, they believe, all normal wants of our entire population could be satisfied by labor from our workmen four hours a day, four days a week.

Matters have been getting steadily worse for the last 100 years, the technocrats tell us, and during the last 30 years we have fairly sprinted toward ruin.

Here's how they would remedy the situation for all time:

They would do away with politics and everything connected with it. They would set up a government of engineers, with a technical expert at every post.

They would do away with our "price system." They would measure everything in terms of energy, not money, because (they say) the United States has become so highly mechanized that it is like an intricate machine itself, and so must be controlled by the laws of energy and mechanics instead of by finance and economics.

• • •

## Lord Kelvin

The technocrats say that they are merely trying to apply to social theory the dictum of Lord Kelvin:

"...If you can measure that of which you speak, you know something of your subject; but if you cannot measure it, your knowledge is meager and unsatisfactory."

This depression, they insist, exists because machinery does so much of the nation's work that there is almost nothing left for men to do. So, because this is a Machine Age, our government should be one of engineers, machine men.

These ruling engineers would make it their business to say what products should be manufactured, how they should be manufactured, by whom, and how they should be distributed.

Such a plan, according to technocrats, would solve this country's problems for all time to come. But they leave the details of the plan—the actual, *working-out* of it—to your imagination.

• • •

## Al Smith's 'Outlook'

The whole rumpus started when *The New Outlook*, edited by New York's ex-governor, Al Smith, published in its November and December issues a couple of articles by Wayne W. Parrish setting forth the new plan.

These articles declared that the logic of the plan was substantiated by data collected during years of research in an "energy survey of North America," under the direction of 42-year-old Howard Scott, engineer and technocrat leader. Some of their statements on technocracy follow:

'The downward decline since the fall of 1929 has never once abated, and technocracy has predicted in no uncertain terms the greatest social wreck of all time unless this decline is halted, or controlled.

"The political system is wholly incompetent to effect the technical coordination necessary to handle a problem which is now of continental magnitude.

"The plain fact is that the machine and men cannot both work on a parity basis any longer. The machine has pushed man out of work. There isn't room for him any more. Instead of being a cause for remorse this should be the most joyful proclamation in history.

"Let the machine do man's work for him. Let him have leisure. Of course the entire social structure must be changed . . . Technology has brought our present system to its doom. There is no way out except by fundamental revision.

"Technocracy maintains that America is at the close of an era, and the actual ending is dependent only upon the length of time artificial stimulants can be injected. The day of reckoning is growing nearer every week.

"Certain it is that the impact of technology on our price system has proved the futility in the future of stocks, bonds, savings, mortgages, and all other concomitants of our past system."

• • •

## Scott in 'Harper's'

The next statement of "technocracy's cause" came when the January issue of *Harper's Magazine* appeared last week with a long article prepared under the direction of Engineer Scott, telling more about the economic problems with which we are faced.

Among its arguments for the adoption of a new form of control—technical control—to replace our price system, it gives these:

"Why is it that with all the available sources of energy in America the price system will not work? The reason is that the price system demands that the price of labor be high enough to buy the goods produced.

"The use of technology in industry sets three things in conflict with the system itself:

"1. The mechanics of placing purchasing power in the hands of the consumer is the exchange of money for the consumer's time (or labor), and technology is reducing the total amount of time required.

"2. The working of the price system has forced the manufacturer to reduce the total number employed rather than to distribute the amount of time required among the total number of available workers. Technology has now advanced to a point where it has substituted energy for man-hours on an equal basis and where the distribution of human labor becomes impossible.

"3 Through increased investment in machines—made necessary by the increasing rate at which they go out of date—the manufacturer is forced to reduce the proportion of his costs which go to labor. This again inexorably works against the increase of wages and the distribution of time.

"In other words, a price system demands man-power if it is to succeed, and man-power for production steadily becomes more and more a thing of the past as the kilowatt hour takes its place."

• • •

## Basic Theory

And in its arguments that we must judge the condition of our country today in terms of energy instead of price, the article says, "A dollar may be worth —in buying power—so much today and more or less tomorrow, but a unit of work or heat is the same in 1900, 1929, 1933, or the year 2000."

Then this:

"The sublime irony of our situation is that we must fight and strangle our competitors to get rid of our products *at a price!*"

After tracing the rising importance of machinery in industry, and its increasing reduction of the number of laborers required in industry, the article comes to the conclusion that:

"The faster that we make shoes, bottles, blankets, or automobiles the fewer men we need to do it and the less mechanical power per shoe, blanket, or bottle is required.

"Harrassed manufacturers and industrialists, desperate to earn enough to keep their businesses going and pay the interest on their debts, have faster and faster adopted more mechanical improvements in order to dispense with labor, cut costs, and increase output at a cheaper price.

"The moment an industry reaches a state of complete mechanization, employment drops sharply and always tends to decrease further. It will continue to decrease, be times good or bad.

"And as the machines move forward, men and their trades and skills are left farther and farther behind."

This writer then goes on to point out that a country's industrial debts are always increasing under the price system, because profits made by producers only go back into more production equipment, with the result that eventually the producers are paying for equipment which has long since been discarded.

He backs up this statement with this: "A careful examination of the debt figures and the production figures of this country . . . reveals . . . that for years our debts have been increasing at a rate faster than production and both of them faster than the rate of population."

Then come a few closing assertions which are emphatic in declaring that if this country is to continue without being ruined, it must be guided by men who will measure its progress in terms of energy, not price.

Here they are:

"A chemist in the laboratory of an oil company can examine the sample of a certain grade of gasoline and tell you in figures that will never change exactly the maximum number of heat units that can ever be extracted from that grade.

"He can measure exactly, and that exact measurement is absolutely necessary in running our system. But can the sales manager in the office next to the laboratory tell you the exact price of gas next month, next year, or 10 years hence?

"It is absolutely impossible, and because it is impossible we are playing with dynamite when we attempt to harness the system to price.

"The truth of the matter is that the United States has become a huge and intricate machine, and to operate the machine with any degree of success demands a control that has some relation to the machine itself, not to a system of economy which is not susceptible to exact measurement."

Except for the technocrats themselves, few persons seem to take the new theory seriously.

## Technocracy!

Everybody's talking about it. What is it? Read this digest of practically everything worthwhile and interesting written on the subject to date.

## Kettering's Answer

Of the technocrats and their theories, C. F. Kettering, General Motors vice president, told a United Press writer:

"They are wrong. They forget one all-important fundamental in reaching their conclusions. They overlook the fact that man hates monotony. Human beings always will strive for new things, which mean new work.

"Technocracy hints at a machine-controlled world, which implies standardization. But the world cannot be standardized. You can standardize materials—that's all right—but you can't standardize ideas."

One of the "new things" mentioned by Mr. Kettering as a field which will offer much future employment was air conditioning. Of it he said this:

"Air conditioning alone will provide thousands with work for years to come. Advanced principles of refrigeration may revolutionize present standards of living.

"Aviation's development is just beginning. The future will witness thousands, perhaps millions, of men at work in airports and above the clouds.

"Life is a growth," he said, "not a static thing. Yet, we tried (during 1928 and 1929) to standardize civilization for years to come. Now we have to fit our overgrown production system with the demand of today."

In answer to U. P. man's question as to what should be done with the machinery installed to meet 1929 production levels, Mr. Kettering replied, "Scrap it. Most of it's obsolete, anyway."

• • •

## Mark Sullivan

Mark Sullivan, noted Washington correspondent, says of technocracy:

"The writer wishes to disavow belief in technocracy, or any interest in it except as it is one of those novel ideas with a mystic-sounding name which sweep over the country once in so often.

"My own notion about how this depression is going to end, is that it will end in the good old-fashioned way, just as previous depressions have ended, without any revolution.

"I think this depression will end in due course, and that subsequently there will be a new cycle of prosperity, and that throughout it all this country will continue to be the same old U. S. A.

"What I can't gather is just what ones of them (the technocrats) are going to run the country, which one of them is to be in the White House, which one in the speaker's chair.

"I assume that these institutions, the presidency and congress, are to be preserved—though my reading of the authoritative *Outlook* articles leaves me a little in doubt about that, too.

"The predictors . . . of it are quite responsible men. *The Outlook*, which carries the authoritative announcement of it, is a quite responsible magazine, edited by a perfectly responsible statesman, 'Al' Smith.

"Nevertheless and notwithstanding, the writer of this article expects to continue to see the United States run by a president and congress in the same old way."

• • •

## 'The Business Week'

In its issue of Dec. 14, *The Business Week* took several thrusts at the articles in Mr. Smith's magazine, and at the theory itself.

It intimated that even the technocrats themselves are not sure of what their *raison d'etre* is, and remarked that " . . . the author had a very confused impression of what it is all about."

As for technocracy's prediction of our economic downfall, *The Business Week* writer had this to say: "There is nothing in the results of the studies by this organization so far made available that offers the slightest scientific justification for any forecast of the course of economic events in this or any other country over the next few years. . .

"All that the elaborate technical rumble-bumble of the 'technocratic' statistics shows is the fact that by use of power machinery men can produce much more per man-hour than they could by hand labor, especially in the United States."

The magazine then launches into a point-by-point attack on the technocrats' policies.

"They say nothing about the fact that present unprecedented unemployment is due to an extraordinary decline and not to an increase in production," it declared.

"They do not inquire where machinery comes from, but assume that machines make machines that make machines *ad infinitum*.

"They say nothing about the constant demand for labor created by obsolescence of business methods, industrial processes, products and equipment . . . and nothing about the constant shift of workers from the mechanical industries to the service businesses.

"They say nothing about the possibilities of raising the standards of living and demand for industrial products in undeveloped countries.

" . . . Of all the self-adjusting processes by which the world has managed to survive, technocracy says nothing except that they are of no use this time."

And the article closes with this jibe at the technocrats: "What they will do about politics, fashion, fun, and other persistent human dispositions and frailities remains to be seen. Probably just ignore them."

• • •

## 'Iron Age' Takes Issue

John H. Van Deventer, editor of *The Iron Age*, in the Dec. 1 number of his magazine took issue with some of the statements made in the *Outlook* articles, and cited statistics to show that some of the technocrats' conclusions are based on theory and not fact.

He hit at the foundation of technocracy when he said, " . . . the force that has built all progress and determined its rate cannot be defined or measured in ergs, horsepower, kilowatts or man-hours.

"I refer," he continued, "to the force exercised by creative ideas, forces that can put, and have put, millions of men to work in industries where no one worked before.

"If mechanization were an enemy of employment we should expect to find evidence of it in a 10, 20, 30, or 40-year period. We should expect this evidence to be gradual and accumulative.

"Instead of which . . . we have found a progressive and accumulative increase in the number of working opportunities in proportion to population.

"From the beginning of our intensive 'machine age' in 1880, up to 1930, the record shows conclusively that the machine, under its present ownership, has increased and not diminished the density of employment."

Two weeks after Mr. Van Deventer's article had appeared in *Iron Age*, he attacked technocracy further when he addressed the Conference of Statisticians in Industry at the National Industrial Conference Board.

Here he declared, "Certainly no sufficient data or explanation of method of arriving at conclusions has been given to warrant our accepting such dogmatic statements as that 'the price system is doomed.'

"In the case of technocracy's pronouncement, I believe that we are at liberty to take exception to the following:

"First: The *modus operandi* in introducing this subject to the general public through a sensational semi-popular magazine article rather than through submission of evidence to recognized fact-finding or engineering bodies.

"Second: The appearance of glaring errors in factual data, appearing not alone in the Wayne P. Parrish articles in the *New Outlook*, but to similar errors in publicity material released by Columbia university regarding technocracy and in the statements of Dr. Scott, technocracy's mentor.

"Third: The serious error involved a fair, unbiased presentation of facts in the attempt to convert theoretical ideals into representations of attainable practicalities and the statistical error of substituting inadequate 'sampling' for unobtainable overall data.

"Fourth: And basic, that the limits of human progress can be defined by our present known inventory of power resources."

• • •

## John H. Van Deventer

Having made these specific charges against the technocrats, the *Iron Age* editor took up a more detailed attack on the group's faults, and in doing so, he said:

"We are inclined to question the motive for barnstorming the country and crying 'the wolves are coming!' and neglect in telling us where to find the gun.

"We are also entitled, I believe, to resent the impression undoubtedly conveyed to most lay readers by the *Outlook* articles that the findings and conclusions set forth are those of a recognized and authoritative body."

The speaker quoted Mr. Scott as saying that "the maximum of employment in industry was reached in 1918 and has declined ever since that date," and then refuted this assertion by saying:

"This statement is not in accordance with the facts, either on the basis of total number employed or of number per 1,000 of population.

"From the 'Summary of Manufactures' in the 'Statistical Abstract' we find that the total number employed in 1923 exceeded the total number in 1921 by 1,831,000, and again we find that 1929 exceeded 1927 by 486,000, showing that employment has not declined continuously since 1918.

"Furthermore, as you all well know, 1918 was a year of abnormal employment density due to speeding up of all industrial activities because of the war.

"No economist would claim that this abnormal rate of employment density could be or should be expectably maintained and no one should attribute its recession to technological causes.

"It is ridiculous to attempt man-hour comparisons with any expectation of accuracy for the reason that sufficiently accurate data, except for comparatively recent years, cannot be obtained."

Mr. Van Deventer's closing remarks were the following:

"In its absorption with theory, technology has obviously disregarded facts in connection with the case history of mechanization and employment.

"It has overlooked, entirely, the fact that society has continuously, since the application of machinery, applied the corrective of the shortened working period, to make up for increased productivity.

"The result of this has been a practically steady increase in the density of employment from 1849 to 1930.

Dr. Walter Ingalls, president of the American Institute of Weights and Measures, says of the stir technocracy is causing:

"Convalescing business has been hit below the belt by a pseudo-scientific fist, armed with the brass knuckles of an imposing but meaningless scientific jargon.

"Technocracy has presented a multitude of alarming conclusions, but has withheld supporting facts. The unprofessional withholding of evidence on the part of Columbia's technocratic guests is not in keeping with the research traditions of that university."

• • •

## 'Nation's Business'

In the current issue of *Nation's Business*, James S. Thomas, economist for the Commonwealth & Southern Corp., denies the technocratic statement that machinery caused the present depression.

"The truth is, most of the apprehension about the machine putting large numbers out of work is based on the false assumption that demand for goods will become stationary. There is no good reason for assuming that desire for the good things of life will suddenly cease," he maintains.

"As the machine becomes more and more efficient, the new service functions not only to offset unemployment, but indicates a larger per capita earning power and an increase in the standards of living."

• • •

## 'New Republic'

George Soule, writing for the Dec. 28 *New Republic*, gives the technocrats some credit for their ideas, but makes several criticisms of their statements, as follows:

"My principal adverse comment relates, not to what is in the mixture (technocracy), but to what is left out of it. Technical advance, operating under our present price system, is a highly disturbing factor, and the two together make us uncomfortable.

"Certainly our economic machine needs competent technical management. If we can't have a 10-times higher standard of living with a four-hour day and a four-day week, we might have a

*(Concluded on Page 7, Column 1)*

# BY GEORGE F. TAUBENECK - - -

*(Concluded from Page 6, Column 5)*

double one with a six-hour day and a five-day week."

Then he attacks the proposal to do away with politics:

"But what good is all this if there is no way of achieving it? And how can you achieve it if you begin by throwing politics out of the window? Who is going to bestow power on the engineers? It is obvious that they haven't got it now.

"The technocrats, like most advocates of economic planning, are helping to change people's ideas so that they will be more ready to support new political forms and powers. They serve a function in the large complex of social change.

"But in so far as they lead people to think that it is not necessary to do anything in politics or otherwise, that the change will come of itself and that we can just leave everything to technocracy, they are telling a new kind of bedtime story to give children pleasant dreams while the house is burning down."

* * *

## *Other Critics*

Edward S. Martin, in a January *Harper's* article, comments on the technocrats' plan in this wise:

"On the whole we like the machines and on the whole they promise to be of vast benefit to mankind. But the important thing is not the development of technology but of human life; and after all it is not machines which are going to determine human destiny but human beings."

One of the hardest-hitting attacks on technocracy was launched in a recent editorial by our friend, Malcolm Bingay, editorial director of the *Detroit Free Press*.

Among his remarks were these:

"They are trying to blame machinery for causing the depression. Only one thing caused the depression and that was the World War.

"The law of supply and demand—the one law that cannot be repealed—will eventually get us out of this mess and we won't hear any more about technocracy until the next depression.

"The world is NOT suffering from over-production. The world is suffering because of a lack of proper distribution.

"Saying there is too much production is like saying that there is too much water in the world because the plumbing gets clogged up and causes a flood in the kitchen."

In the technocrats' proposed plan, one *Detroit Saturday Night* writer sees merely a camouflaged five-year plan similar to that now being used in Russia.

As he puts it, "Technocracy is a five-dollar word for the five-year plan of Soviet Russia. Russia's problem is under-production instead of over-production, but the principle of government control is the same in Moscow and in Columbia university.

"One sacrifice would be the surrender of private property, for if government is to direct the operations of your farm or your factory, you will have little to say about it, and if government is to decide what you shall have in the way of food and clothes, you will have as little to say about that.

"This is really old stuff in a new shirt. It appears in all its fearsomeness in every major depression—and then disappears until the next one."

And here is this man's conclusion:

"What American people still want is American freedom—freedom to be foolish, freedom to elect stupid congressmen or wise ones, freedom to make mistakes and correct them if, as and when they feel like it, freedom in adversity as well as prosperity, freedom to choose their own leaders.

"The last election returns wrote socialism and communism down to zero. Bureaucracy is not for America, nor bolshevik slavery; and your technocrat is only a bolshevik with a Yankee shave and hair-cut."

* * *

## *Senator Couzens*

Senator Jim Couzens of Detroit, who made millions helping Henry Ford manufacture automobiles thinks that technocracy is at least stimulating. Says he:

"I've read everything I can find about technocracy. I've talked to my colleagues about it. To suggest facts accurately and so broadly as the technocrats have done may suggest a clear cut remedy which does not now appear.

"If the technocrats do no more than start people to thinking they perform a great service. It's just too bad to have some elements starting a campaign of ridicule.

"Those of us who have had experience in industry know the effect of mass production and the machine age. Some who attempt to ridicule the technocrats stress the number of workers absorbed in the motor car industry in particular. They point out other cases where development of machinery has increased opportunities for workers.

"We all hope the discovery of chemists and technologists will go still further and make work. But none of those I've read take the time element into consideration. This great growth of unemployment was developing rapidly in 1928, when Mr. Hoover was abolishing poverty.

"What consolation is it to millions of workers who have had no regular employment for the last four or five years to be told that some time in the future technologists and chemists will find new things in the production of which people may be employed? Will this kind of talk keep these millions of people out of the bread lines?

"Be it said to the credit of the technocrats that they have laid great emphasis on the stupid policy of credits. There are literally millions in America and foreign countries living off of debts. The aggregate of the 'promise to pay' is so stupendous that radical proposals will develop to reduce this mountain of credit so we can obtain some vision as to what can be done.

"Particularly do I commend to my countrymen a study of the comment of technocrats on debts and credits. We engaged in the greatest orgy of debt and living beyond our means during the decade between 1920 and 1930 that the world has ever seen. We are now paying the price of this financial drunk, and it will be a number of years yet of financial headache before we will be normal. You can't violate sound economic laws without paying a penalty.

"At least technocarcy appears to me to be a purely unselfish movement. I am unable to see what the technocrats are to get out of it personally. I have often seen the selfish interests of other groups who propose remodeling of our economic system."

* * *

## *Will Rogers and Howard Wood Grin*

Even Will Rogers saw fit to take a humorous jibe at the idea. In one of his syndicated features, he asked:

"'Technocracy,' is it a new mouth wash, a corn plaster, or has the scientists just hired a press agent?

"It says you only work four hours a day, and there will be no politicians. That last is the best selling clause it has. There is not a man in the country that can't make a living for himself and family.

"But he can't make a living for them, and his government, too, the way his government is living. What the government has got to do is live as cheap as the people. Then you don't need 'technocracy.'"

Howard Wood of the *Chicago Tribune*, sums the whole goofy business up better than anybody. Grins Howard:

"Technocracy seems to be the depression equivalent of mah jong and Tom Thumb golf, the advantage being that it doesn't cost anything.

"Nobody seems to know much about it, but everyone is curious, probably because of the trick name.

"Had they lacked an inspired press agent, the technocrats would probably have called themselves the Association for the Investigation of the Probable Effect of Mechanization of Industry Upon Employment, and nobody would ever have heard of them.

"Leaving out of consideration the quality of the propaganda given out by this group, their ideas have become important by the very fact that they have managed to arouse the curiosity of so large a proportion of the populace."

A typical conversation about technocracy, said this writer, goes something like this:

"'What is this technocracy business I hear so much about?' asks the first individual.

"'I don't know, but I guess it's pretty true,' replies the second. 'It has something to do with unemployment and the price system.'

"'What about unemployment and the price system?'

"'I don't know.'"

---

So now if anybody asks you about technocracy, and you stutter and fumble for a reply, don't blame us. There it is, all digested and answered for you!

---

# SOUTH AFRICA COMPANY ISSUES FRIGIDAIRE CATALOG

JOHANNESBURG, S. A. — Fifteen thousand copies of a special 32-page Frigidaire catalog, said to be the largest quantity of such literature ever to be printed in South Africa on enameled paper stock, are being distributed through representatives of Kittleson & Rees, Ltd., distributor of Frigidaire products in this territory.

More than 5,000 Frigidaires have already been sold by this firm in a country with less than 2,000,000 population, the catalog states.


# A NEW DEAL!

*It's* **NEWS** *in Electric Refrigeration*

**NEW Lines** And now, THE CRUSADER—a brand new line of popular price refrigerators to meet the mass demand. And there's more news—it's a *complete* line, not just two or three models, but *five* sizes. Now you can more than meet competition.

**NEW Prices** The new line supplements the regular Servel Hermetic line. The low priced CRUSADER as a leader—and the quality line SERVEL HERMETIC for quality buyers.

**NEW Discounts** At last a discount that gives qualified dealers the margin needed to show a profit. It's real news.

**NEW Advertising Set-up** Local advertising to help you sell—advertising over *your* name—*plus* thousands of messages delivered by special messenger to prospects *you* select. How's that for news—but there's more, too!

**NEW Field of Prospects** With the same operation Servel opens up *eight* new markets for you. Better ask us what they are—they're profitable.

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**IT'S REAL NEWS!** Ask us all about it. Write to Servel Sales, Inc., Evansville, Indiana.

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*The Business Newspaper of the Refrigeration Industry*

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# Looking Ahead

HOW the electric refrigeration industry will fare in 1933, if the consensus of opinion among the industry's executives may be taken as a barometer, will depend largely on general business conditions. Letters from 19 chief executives of as many manufacturing organizations, as printed on pages 2, 12, 14, and 15 of this issue, indicate that electric refrigeration may follow the general business curve more closely this year than ever before.

The majority opinion forecasts no great decrease in the volume of sales on household electric refrigerators in 1933, but neither does it foresee a sizable increase.

Copeland's William Robert Wilson expresses an opinion as to 1933 sales which is a good summation of what most of the executives express on this point. Says Mr. Wilson:

"Unless the purchasing power of the public declines further, I would expect a slight increase in business in electric refrigeration in 1933. As soon as the buyers' purchasing power increases to any extent, it is my judgment that the electric refrigeration industry will realize a fine increase in its volume."

The electric refrigeration industry is apparently not willing to admit that it has seen its best year, by any means. But if none of the executives believe that the 1931 record (the peak year) is going to stand, neither do they think that 1933 will be a record-breaking year.

### *Peak Year Has Not Been Reached*

"The 1931 record will probably stand until the country has experienced at least a year of all around general business improvement," states Servel's board chairman, Herbert H. Springford. President Charles J. Gibson of Gibson Electric Refrigerator Corp. observes trenchantly, "we do not believe that the peak year in the sale of household refrigerators has been reached by quite a substantial amount, for the sale of ice refrigerators was maintained for a number of years in a volume of substantially over a million refrigerators per year, and ice refrigerators did not present anywhere near the sales possibilities that exist with electric refrigerators."

While the executives are united on the platform that they would like to see greater emphasis on quality and performance as selling appeals during the coming year, they are not kidding themselves into thinking that price has lost its appeal. The industry is apparently *hoping* that quality, performance, and style will be greater sales factors than price, without expecting to see price as a factor vanish altogether.

Whether or not retail prices will take a further drop in 1933 is a matter of dispute among the executive minds. Some are ready to say rather emphatically that the trend will be "down," while others aggressively advance the theory that prices will have to go up.

General Electric Vice President T. K. Quinn's cryptic comment on this problem is to the effect that, "The retail price of inferior quality refrigerators should go down, and the retail price of quality refrigerators, which are the only ones the public ought to buy, should tend to go up."

Col. Frank E. Smith, who until recently was president of Servel, Inc., declares that the retail price on refrigeration equipment can't possibly go lower unless new equipment is invented which will lower production costs or an increase in potential volume for immediate sale is realized which will reduce pro rata overhead.

Little enthusiasm seems to be exhibited by industry executives on the subject of private brand refrigerators and direct selling to retail outlets. Those who are more or less openly critical of private brands predict that the idea will prove to be a "flash-in-the-pan" selling scheme.

### *Department Stores Are Important Factor*

The executive letters indicate that the department store has taken its place as a selling factor in the household refrigeration industry, and most of the industry "best minds" appear to believe that the influence of the department store has been a wholesome one. There are some warnings, however, to the effect that department store selling may become a menace if these outlets abandon active and fair merchandising methods for a sweeping price-cutting policy.

There is at least one executive who thinks that the influence of the department store as a factor in the refrigeration industry is waning. Says President H. J. Hunt of Trupar Mfg. Co.:

" 'Will the department store affect the industry?' The answer is—'It has already' and we believe that any influence it may have in the future will not be as great as that which it has had in the past."

There seems to be a general feeling among the industry that the small down-payment and long-term payment periods were emergency measures made necessary by economic conditions, and that time-payment terms in the future will be more stringent. There are a number who believe, with Assistant Vice President John F. Ditzell of Grigsby-Grunow Co., that the answer to time-payment terms lies with the finance companies.

Free-trial selling, the executives point out, has never been successful when attempted by any other industry, but even executives of companies which are not using the plan venture the opinion that it may serve to move some merchandise.

### *Favor One-Year Guarantee*

In the matter of guarantees, most of the industry seems to be in accord with the idea that a one-year warranty should be standard, and that longer guarantees are unsound.

But Ted Quinn of General Electric expects to see long-term guarantees kept by those who can afford to make them good. "The most pronounced objection to longer term guarantees," says Mr. Quinn, "are likely to come from those whose refrigerators do not stand up as well in service."

It will take a definite upturn in general business conditions, and the restoration of profit-making conditions in the food industry in particular, to restore the market for commercial refrigeration in 1933, most of the executives believe. G. M. Johnston, president of Universal Cooler Corp., which has done a good share of the business in small commercial machines in recent years, sees the possibility of a definite upturn in commercial sales during 1933, and predicts that a fair share of the business will be gained by manufacturers of air-conditioning equipment.

The refrigeration executives begrudgingly admit that the distributor or dealer in electric refrigeration must sell companion lines of merchandise to survive under present conditions, although it is apparent that many of them feel with President Hunt of Trupar that "taking on companion lines is the result of seeing greener pastures in the next pasture and is the effort for each of us to live by taking in our neighbor's washing."

The electric refrigeration industry, if we have attuned ourselves to the tenor of thinking expressed by its generals, is going into the 1933 battle for business not with a blind display of "optimism." Nevertheless, fairly assured that they have the equipment and organization necessary to hold their position and perhaps even to advance a bit, the industry's chief executives exude confidence and faith in their letters to the NEWS. Undoubtedly this confidence, faith, and good cheer will filter down through the rank and file of the entire refrigeration army, and the 1933 sales offensive will get under way without hesitancy or nervousness. The omens seem good.

# LETTERS

## *Tax Protest*

Uniflow Mfg. Co.
Erie, Pa.
Dec. 28, 1932.

Editor:

In as much as an attempt will be made, starting soon after January to balance the national budget, isn't this the proper time for all refrigerator manufacturers, as well as their larger distributors to write to their congressmen and senators, protesting the 5 per cent excise federal tax on domestic refrigerators as discriminatory, suggesting at the same time perhaps, if they so agree, to a small manufacturers sales tax on all manufactured articles, excepting perhaps food and moderate priced clothing, and if possible, to get this excise tax lifted now before the spring season. There is no question but what the tax has had some deterring effect upon the public purchasing refrigerators.

Yesterday I wrote to our congressman from this district and our senators from Pennsylvania. If you think this is in order, might it not be well for you to address a letter to all manufacturers of domestic refrigerators along these lines?

C. A. KUEBLER,
President.

## *Court Decides Against Repossession of Apartment Jobs*

Dills, Muecke and Schelker
Attorneys at Law
Pershing Square Building
New York City
Dec. 20, 1932.

Editor:

I called your attention to a decision of the high court of New Jersey in the case of *Domestic Electric Co., Inc., v. Mezzaluna,* 162 Atlantic 722, in which that court held that Frigidaires installed in the construction of an apartment house could not be repossessed, because their repossession would constitute material injury to the freehold.

In so holding the high court followed the holding of Vice Chancellor Backes in the case of *Future Building & Loan Association v. Mazzacchi,* 152 Atlantic 776, and quoted him as follows:

> "When it is considered that the refrigerators and gas ranges are part of the plant of an apartment house, and that the building as an apartment house cannot function without them, it may well be doubted that they are removable without material injury to the freehold. * * * They are no more removable without material injury than would be the carrying away of the front door, although the unhinging of the door would be less difficult. The word 'material' as used in the statute in one sense means material injury to the structure, but it also connotes injury to the institution of which the structure is a part."

The approval of the high court of the broad language used by Vice Chancellor Backes in the Mazzacchi case was disturbing to us. This is equally now counterbalanced by a decision just handed down by the same Vice Chancellor in the case of *The Reliable Building & Loan Association v. Purifoy,* in which the vice chancellor holds that a heating plant installed in a dwelling under a conditional sale contract could be repossessed, notwithstanding it called for the removal of a boiler, 11 radiators, and the pipes connecting them, and left holes in the floor.

The vice chancellor refers to the high court decision in the Domestic Electric Co. case, and distinguishes it as follows:

> "The Court of Appeals in *Domestic Electric Co. v. Mezzaluna,* 111 N.J.E., dealt with fixtures installed in the formation of and essential to a structure as an up-to-date apartment house, without which, as such an institution, it could not function and hold that the fixtures were not severable without material injury to the freehold. That situation is not represented here. It does not appear how the house was heated before; possibly by stoves, probably by furnace. Whatever the method or worn out appliances, the petitioner's system though a modern convenience, was not indispensable to the structure as a dwelling—it may be heated as of old—and the withdrawal of the convenience, installed upon condition that it should remain the petitioner's property until paid for, will not a whit reduce the prevalue of the freehold, and the mortgagors will suffer no diminution in their initial security. It is deemed that severance will be without material industry to the freehold."

There is a case now pending in the Court of Errors and Appeals, *MacLeod v. Satterthwait,* in which we are filing a brief. The case comes up for argument in February, and we will press the new distinction made by this vice chancellor, and also hope to distinguish the prior decision as between the owner and the mortgagee. The Domestic Electric Co. case was an exceedingly hard case, in that the owner had paid the contractor for building the apartment, but the contractor had not paid the refrigeration company. At least it is encouraging that Vice Chancellor Backes, whose views were followed by the high court before in the Domestic Electric case, now distinguishes that case. I thought you would be interested in knowing of this decision.

DUANE R. DILLS.

## *Definition of 'Parts' In Revenue Act*

Treasury Department
Commissioner of Internal Revenue
Washington, D. C.
Dec. 23, 1932.

Editor:

Reference is made to your letter of Dec. 14, 1932, in which you refer to a statement that was printed in the October 14 issue of the *United States Daily* to the effect that parts for household type mechanical refrigerators are not subject to the tax imposed by section 608 of the Revenue Act of 1932 when sold separately.

You are advised that household type mechanical refrigerators and cabinets, compressors, condensers, expansion units, absorbers, and controls for, or suitable for use as a part of or with, such household type mechanical refrigerators, are subject to the tax imposed by section 608 when sold by the manufacturer thereof.

However, the six components enumerated above may be sold under exemption certificates when sold to manufacturers of household type or other refrigerators, or refrigerating or cooling apparatus.

The term "parts" as used in the ruling which was published in the *United States Daily* means parts other than the six components enumerated in section 608 (b) of the Revenue Act of 1932. Such parts are not taxable when sold separately.

However, where such parts are sold in connection with mechanical household type refrigerators, or components therefor, the tax attaches to the sale price of the taxable article, including such parts or accessories sold therewith.

R. M. ESTES,
Deputy commissioner.

## *Open-Minded Policy*

1920 Rustic Rd., Dayton, Ohio

Publisher:

Enclosed is my check for $3.50 for which please renew my subscription for a year and forward me a copy of the REFRIGERATION DIRECTORY and MARKET DATA BOOK.

Have been a continuous subscriber to ELECTRIC REFRIGERATION NEWS since the first issue and I wish to commend you for the very open-minded policy of this publication. Trade journals in various lines have never carried both sales and technical information, in such practical form as would be interesting to all members of the industry. This has been accomplished by your publication in a very fine manner.

You are very fortunate in having a man of Mr. Taubeneck's ability. His judgment of human nature, and his keen sense of humor, add that spirit necessary in dealing with specialty selling organizations.

A. C. DOAK,
Commercial sales department,
Frigidaire Corp.

## *Kind Words Dept.*

"Any of your fellows who are interested in knowing what's going on in the refrigeration industry—and aren't already subscribers—should subscribe for ELECTRIC REFRIGERATION NEWS, put out by the Business News Publishing Co., 550 Maccabees Bldg., Detroit.

"It is the industry's *only* publication. Issued weekly, it is filled with "right off the griddle" news—and much helpful information. The Len-A-Doer has watched it's development almost from its infancy.

"Publisher F. M. Cockrell has occasion to be proud of it's growth. He showed real ability to 'pick 'em' when, some two years or more ago, he made George Taubeneck it's Editor.

"George is a dynamo—constantly on the move, hunting for news, digging it up in the least expected places. His production of copy is astounding. His pet column—The Expansion Valve—is closely read. It's so very human.

"We don't always agree with George. But we like and admire him."—A. M. Taylor, merchandising director of Leonard Refrigerator Co., in *The Len-A-Doer.*

## *Good Use*

"The 1932 REFRIGERATION DIRECTORY and MARKET DATA BOOK has already been invaluable to us and we will undoubtedly continue to make good use of it."—M. H. Hammel, L. C. Wiswell Co., 822 South Michigan Ave., Chicago.

# COMPANION MERCHANDISE

## UTILITY FORCE SELLS 55,000 APPLIANCES

ATLANTA—More than 55,000 small electrical appliances have been sold during the past five months by employes of the Georgia Power Co. in special monthly sales.

Each month some one item has been for sale at a special price and with a special commission to the employes selling it.

The items sold included 50,004 electric lamps, 2,271 electric irons, 1,892 electric percolators, 991 waffle irons, and 448 electric clocks.

The plan, developed at the instigation of Preston K. Arkwright, president of the Georgia Power Co., has three objectives.

The primary objective is to increase the consumption of power through the increased use of electric appliances.

The second objective is to familiarize more employes of the company with the various services which the company has to sell. The third is to bring about improved public relations through a better understanding of the company's sales problems by employes.

Employes entering the monthly campaigns are supplied with contract blanks to be signed by prospective customers. Employes are also supplied with prospect cards which they can fill out and send to the sales division of the company.

When the contract is signed, the employe does not handle any of the financing. He simply turns the card in to the sales division, which makes a credit investigation and decides whether to complete the sale. At the end of each month, the employe receives a check for his commission.

Where an employe discovers a prospect for an electric refrigerator, range, or some such large appliance, and a sale is completed, the employe turning in the prospect card receives a bonus, while the salesman completing the sale gets his regular commission.

## WASHING MACHINE GROUP APPOINTS ADVISORY BOARD

CHICAGO—The election of an advisory board, which will have as its active duties the coordination of washing machine sales strategy, has been announced by the American Washing Machine Manufacturers Association.

Those named to the committee included:

Henry W. Altorfer, Altorfer Bros. Co.; L. R. Boulware, Easy Washing Machine Corp.; T. C. Craig, Mullins Mfg. Corp.; Fred B. Dechant, American Rolling Mill Co.; W. N. Gallagher, Automatic Washer Co.; Albert R. Haag, Haag Bros. Co.

Charles Morrow, Youngstown Pressed Steel Co.; Charles Paeschke, Jr., Geuder Paeschke & Frey Co.; E. S. Patch, Moraine Products Corp.; R. D. Quinn, Nineteen Hundred Corp.; M. R. Scott, Barlow & Seelig Mfg. Co.; Carl B. Smelzer, Leper Bros. Mfg. Co.

E. O. Thomas, Hurley Machine Co.; Walter K. Voss, Voss Bros. Mfg. Co.; J. R. Bohnen, secretary of the association; I. N. Merritt, Grinnell Washing Machine Corp.; William Shaw, National Syndicate Service; and R. W. Randall, Briggs & Stratton Corp.

### *Buffalo Dealer Uses Coupon Books*

BUFFALO—The Neal-Clark-Neal Co., Majestic dealer here, has found the distribution of "profit-sharing" books to be a profitable sales promotion idea.

This dealer is issuing books of five double coupons, one of which entitles the bearer to $1.50 in cash on the purchase of a radio, piano, or musical instrument valued at $50 or over. The adjoining coupon offers $1 commission in cash to the bearer, after the other coupon has been used as a partial payment in purchase.

Thus, the owner of one of these profit-sharing coupon books, will be richer by $5 when each has made use of the coupon in the purchase of merchandise.

### *Chicagoans Visit G. E. Kitchen Institute*

CHICAGO—An invitation to visit the General Electric Kitchen Institute during a four-day exhibition, Dec. 6, 7, 8, and 9, was extended to the public through newspaper advertising by R. Cooper Jr., Inc., General Electric distributor here.

In the corner of the newspaper advertisement was a coupon which when mailed to the distributor entitled the sender to two tickets to the exhibition free of charge. Admission was by ticket only.

## Licenses Issued on Burner Patents

DETROIT—Licenses for the use of Tim-Tor patents which cover the entire wall-flame burner field have been granted to four oil burner manufacturers, according to Haldeman Finnie, vice president and general manager of the Timken Silent Automatic Co., and William J. Smith, vice president and general manager of the Cleveland Steel Products Co., organizers of Tim-Tor Patents.

The companies receiving licenses are the Petroleum Heat & Power Co., manufacturer of Petro-Nokol; International Burner Corp., now the Caloroil division of the Silent Glow Oil Burner Corp., manufacturer of Victory; Anchor Post Fence Co., maker of Fluid Heat; and the Oil-American Burner Corp., manufacturer of Carter-Korth.

It is understood that several applications for licenses have been refused, and it is not believed that any further licenses will be granted.

Tim-Tor Patents was organized about six months ago. Since that time there have been 14 new patents granted to the organization, which, together with the original patents held on Timken, Toridheet, and Silent Automatic burners, is believed to cover the entire wall-flame burner field.

Several infringement notices already have been served, and infringement suits are being prepared against two manufacturers who are not licensed under these patents.

## CINCINNATI DEALERS USE COOPERATIVE ADVERTISING

CINCINNATI — Fourteen wholesale radio dealers of this city have launched a cooperative advertising campaign in the *Cincinnati Times-Star* to tell the public the value of nationally known radio sets, and to warn against buying unnamed sets.

Five full page advertisements featuring 14 nationally advertised radio names have been published in the newspaper. E. Phillip Zachman is president of the radio wholesalers' division of the Cincinnati Electric Club which is sponsoring the campaign.

"We are pointing out the value of obtaining a guarantee with a real backing against the saving of a few dollars on a cheap set which may soon be an orphan, or may not have had the proper craftsmanship in its production," states Zachman.

"We feel that the prestige behind these 14 well-known and widely advertised radios, mentioned in our copy, will be a powerful influence, bringing more confidence in the sets of each separate advertiser. In creating more acceptance for all, we will be creating more acceptance and more sales for each participant."

## HOTPOINT LOWERS PRICE ON COMBINATION RANGE

CHICAGO—A new reduced price for the combination electric and wood or coal burning range has been announced by Hotpoint. The f.o.b. factory list price of this model has been lowered from $270 to $208.

This type range was developed to meet the special requirements of the farm kitchen. Survey showed that farms generally have furnace heat, kitchens seldom have heating connections, the owner usually depending on the heat from the fuel burning range to supply the necessary warmth.

This fact has made it difficult to sell electric ranges to farm homes until the present model was produced.

To help sell these combination ranges Hotpoint has produced a complete rural campaign, including two broadside mailings with large imprint space and an illustrated letterhead.

### *Showers Bros. Develops Kitchen Cabinet*

BLOOMINGTON, Ind. — The "Utilerator," a kitchen cabinet designed as a unit to fit into the "complete kitchen ensemble," has been developed by Showers Bros. Co., furniture manufacturer of this city.

The cabinet has three large shelves and a built-in coffee grinder in the upper compartment, a large bottom compartment, with four drawers in the section which separates the two compartments.

Other features of this cabinet are easy rolling casters, mono-unit construction complete in one piece, "hide-a-way" porcelain top, dome top, and crystalline knobs. It is 68 in. high and 38½ in. deep.

The cabinet is built to retail at from $29 to $34.50.

## LAFOUNT TALKS ON BROADCASTING IN U. S.

ST. LOUIS—The American broadcasting system, in spite of its being the "best in the world," suffers from the temptation and danger of "over commercialization," Harold A. Lafount, acting chairman of the Federal Radio Commission, declared in an address before the annual convention of the National Association of Broadcasters held here recently.

In warning of this danger, Mr. Lafount said that many stations instead of operating in the "public interest, convenience, and necessity," are "operating mainly for profit through excessive and uninteresting advertising."

He called attention to the practice of some stations of selling time to advertisers, and permitting them to build their own programs without censorship or review by the licensee. This he asserted is neither permitted nor countenanced by the Radio Act.

Offering facilities to universities, philanthropic, and similar organizations does not relieve stations from the responsibility of providing worth while programs, he explained.

Declaring that the financial condition of the industry is sound, Mr. Lafount pointed out that "invested capital in many instances is out of all proportion to the earning capacity of the station."

Trafficking in licenses and converting modest personal investments into the controlling interests of over capitalized corporations "must stop," he asserted.

### *G. E. Builds 6-Tube Auto Radio*

BRIDGEPORT, Conn.—A new six-tube, superheterodyne, automobile radio has been placed on the market by the General Electric Co., according to officials of the merchandising department here.

## *Conover Co. Plans To Reach Wider Market*

CHICAGO—The Conover Co., manufacturer of the Conover electric dishwasher, has announced that it has engaged the services of the Cramer-Krasselt Co. of Milwaukee as its advertising agency and merchandising counsel.

This move is part of the Conover Co.'s plan to widen its distribution in 1933 with a more intensive campaign of sales promotion, according to H. E. Fleming, vice president and general manager.

W. D. Farnum, vice president, and other representatives of the Cramer-Krasselt Co., have begun gathering information on the Conover Co.'s experience in the sale of its dishwasher for home kitchens.

### *Washer Concern Goes On 12-Hour Day*

NEWTON, Iowa—The Rock Island railroad has run a new "spur" into the plant of the One Minute Washer Co. here to expedite production.

The plant now has two loading docks where raw materials can be unloaded, and finished machines loaded on cars.

The plant is operating 12 hours a day, and the number of employes has doubled since Aug. 1.

Julius D. Adelman, president of the company, attributes the activity to a new plan of dealer distribution and to a new lower-priced washer model.

### *Apex Dealer Sells 40 Washers a Month*

WICHITA, Kan.—The Hellums Furniture Co., Apex appliance dealer here, has averaged 40 washing machine sales a month for the past three months.

## HAWAII DISTRIBUTOR LEADS RANGE SALES

CHICAGO—Hawaiian Electric Co., with 155.8 per cent of quota, held the lead among the Hotpoint range distributors in the fourteenth week of sales competition in the Hughes Cup Tournament.

The eight leading distributors have all bettered 100 per cent of quota, campaign headquarters have announced.

H. G. Bogart Co., Toledo distributor, has a good grip on second place with 146 per cent of quota. General Electric Supply Co. of Miami holds third place, having made 121.3 per cent of quota in the first 14 weeks of the contest.

Perry-Browne, Inc., Columbia, S. C., is fourth; Crescent Electric Co. of Davenport, Iowa, fifth. Breckenridge. Inc., of Springfield, Mass., sixth; General Electric Supply Co. of Portland, Me., seventh; and R. Cooper Jr., Inc., Chicago, eighth.

### *Competitive Book Issued By Oil Burner Group*

NEW YORK CITY—Outlining nine answers to nine competitive questions frequently met by oil burner salesmen, a booklet entitled "This Gas Competition" has just been released by the American Oil Burner Association.

The booklet includes a formula for computing the comparative operating costs of oil and gas, and material from American Gas Association reports.

### *Radio Tube Factory Runs at Capacity*

IRVINGTON, N. J.—Republic Radio Tube Co., Inc., manufacturer of radio tubes, electric receivers, and kindred radio equipment is running at capacity, employing about 100 persons.


A FACT THAT 10 YEARS IN THE REFRIGERATION INDUSTRY HAS TAUGHT US

*We* try *to be*

CONSTRUCTIVE

We recognize that if our thinking is negative our selling and advertising will likewise be negative. And that this is the first step toward bad trade practices. Since no company has ever attained a high position on any basis other than constructive executive thinking, we set up such thinking as the guiding principle in the conduct of our business.

UNIVERSAL COOLER CORPORATION

DETROIT, MICHIGAN — BRANTFORD, ONTARIO

MANUFACTURERS OF A COMPLETE LINE OF HOUSEHOLD AND COMMERCIAL REFRIGERATION EQUIPMENT

# COMMERCIAL REFRIGERATION

## TORONTO FLORAL CO. ADOPTS F-12 UNITS

TORONTO, Ont.—Numbered among Canada's largest retail flower establishments, Simmons & Son, Ltd., of this city is one of the floral industry's most noteworthy users and endorsers of electric refrigeration equipment.

Furthermore, the company claims the distinction of being Canada's first commercial user of the refrigerant technically known as dichlorodifluoromethane, but commonly called F-12.

For the last five years, Simmons & Son has used electric refrigeration in its large retail store at 350 Yonge St. During the last year that this concern used ice, its monthly refrigeration bill averaged $22.05. The cost of electric refrigeration has averaged $8 a month, making a saving of $14.05.

These are the figures of Ernest S. Simmons, general manager of the company, who believes that in the florist field the electric refrigeration industry will find great sales potentialities.

Mr. Simmons is Canadian director of the International Florists' Telegraph Delivery Association, Inc.

"Five years ago," says Mr. Simmons, "we installed our original electric refrigeration equipment, which was manufactured by Frigidaire. It consisted of a 1½-hp. compressor, cooling a glass display case in our showroom. Recently, we completely renovated our store and installed F-12 equipment.

"We now have not only the glass display case, in which we maintain temperatures of 40° to 42° F., but a new storage refrigerator located in a former waste space under a staircase in our work room. Here a constant temperature of 40° F. is maintained.

"The fact that we use electric refrigeration greatly simplifies our bookkeeping. Refrigeration and electric light bills are combined into one. We receive a discount on the current bill if it is paid by a certain date."

Because of the size of the Simmons establishment and the fact that it caters to a large clientele, the amount of money saved through elimination of flower spoilage amounts to a considerable sum each year.

"Electric refrigeration," says Mr. Simmons, "permits us to operate with a very minimum of waste. It is also possible for us to carry a wider assortment of flowers and have them retain their natural beauty and color for a much longer period of time."

## *Guild Named Copeland Commercial Engineer*

MT. CLEMENS, Mich.—Everett N. Guild of the service department of Copeland Products, Inc., of this city, has been appointed commercial engineer of the company, according to Harry Newcomb, assistant sales manager in charge of commercial sales.

Mr. Guild has been associated with Copeland since February, 1930, when he joined the service department. Previously he was service manager of the Fink Electric Co., Cincinnati.

## *Florist is First Canadian F-12 User*

A section of the workroom of Simmon & Son, Toronto, Canada (see story starting in column 1).

## WESTINGHOUSE ICE MAKER INSTALLED IN HAWAII

MANOA VALLEY, Hawaii—A Westinghouse ice maker has been installed by the Hawaiian Electric Co. in the Charles Atherton House, new boys' dormitory on the University of Hawaii campus.

According to departmental heads, the ice maker is used to make ice cubes and frozen desserts for the 40 students who reside there.

## R. Cooper, Jr. Official Gets Order

CHICAGO—Gene Parish, commercial manager and vice president of R. Cooper Jr., Inc., General Electric distributor here, recently secured the prize sales contract of the year, according to S. Nides, sales promotion manager of the distributorship.

The contract was for four 127-cu. ft. General Electric refrigerators, a Hotpoint range, and a smaller domestic refrigerator for the Lake Forest Convent, Lake Forest, Ill.

## *Westinghouse Units Are Ordered for Estate*

HEMPSTEAD, L. I., N. Y.—Fred Faulkner, salesman of E. A. Maher, Inc., Westinghouse refrigerator distributor here, recently sold an order to the John P. Schiff estate at Oyster Bay, L. I.

The contract includes two ½-hp. units and coils for a 1,200-lb. ice maker and ice storage cabinet, two AP-130 models, one AP-90, one AL-73, and three AL-60.

## ICE CREAM CABINET FIELD MAN HONORED

ST. LOUIS—A. P. (Pat) Hawkins, field sales representative of the ice cream cabinet division of Kelvinator Corp., has been elected president of the "Missouri Mules," an organization of supply men and boosters for the state of Missouri who are in the ice cream and dairy industries.

## OKLAHOMA SALESMAN SELLS D-230 KELVINATOR

CUSHING, Okla.—To Charles R. Griffith of the Tennis & Griffith Motor Co., Kelvinator dealer here, goes the distinction of closing the first sale of a new D-230 Kelvinator, which is a 23-cu. ft., custom-built refrigerator.

## SALTO, PETERMAN SIGN TWO COMMERCIAL ORDERS

NEW YORK CITY—A. B. Salto and G. W. Peterman, salesmen of the commercial department of Rex Cole, Inc., General Electric distributor here, recently secured two orders, according to L. Howard Jenks, Jr., manager of the department.

Salto sold a General Electric commercial refrigerator, model CD-600, to Bickford, Inc., Bronx restaurant, and Peterman, a S-107 to the Brooklyn Women's Club in Brooklyn.

Jenks also reports the sale of a DB-1 water cooler for the new offices of John E. Weiss and Sons, Manhattan, who for some time have handled printing contracts for Rex Cole.

## *249 G. E. Units Ordered For Apartments*

NEW YORK CITY—Two orders totaling 249 General Electric Monitor Top refrigerators were secured recently by the apartment house division of Rex Cole, Inc., General Electric distributor here, according to John J. Massimi, manager of that division.

Charles S. Witherspoon, Queens sales director, closed an order for 119 S-44 models for Cambridge Court, an apartment house in Queens.

Arthur Silverman of the Bronx division sold 130 S-44 models for installation in the State Housing Development in the Bronx.

## KELVINATOR MACHINE IS INSTALLED IN BREWERY

ST. CATHERINES, Ont.—J. J. Doyle, manager of the St. Catherines Brewery Warehouse, recently ordered the installation of electric refrigeration equipment in the large walk-in cooler in his establishment.

The equipment is Kelvinator, placed in operation under the direction of C. R. Jones, installation manager of the Wentworth Radio Co., local dealer.


# IMPORTANT NEWS

## for Commercial Refrigeration Manufacturers Who Want to Sell to Meat Markets - - -

THE February issue of Refrigerated Food News, in addition to its regular coverage of the *manufacture, transportation, preservation* and *marketing* of *refrigerated foods,* will devote a section to the particular refrigeration problems of the meat market. It will report new and interesting installations, together with facts concerning the effect of adequate refrigeration equipment on net profits.

It will present illustrations of representative storage and display cases together with a directory of manufacturers serving the refrigeration needs of meat markets.

The February issue of Refrigerated Food News will be an unusually effective sales promotion and educational tool for manufacturers wishing to sell to meat markets.

Manufacturers of Commercial Refrigeration

*Let us tell you how you can tie your advertising story to this specialized news material with our new low-cost plan.*

Refrigerated Food News

550 Maccabees Bldg.

Detroit, Mich.



DU PONT

REG. U. S. PAT. OFF.

EFFECTIVE January 1, 1933, the business heretofore conducted by The Roessler & Hasslacher Chemical Company will be continued as a department of E. I. DU PONT DE NEMOURS & COMPANY, INC., and will be known as THE R. & H. CHEMICALS DEPARTMENT. Correspondence, inquiries and orders should be directed to the nearest branch office which will handle your business as in the past.

**E. I. DU PONT DE NEMOURS & CO.**
**INCORPORATED**

***The R. & H. Chemicals Department***

***Executive Offices*** ***Wilmington, Delaware***

*Branch Sales Offices*

Baltimore, Md., 301 O. T. Nat'l Bank Bldg.
Boston, Mass., 140 Federal Street
Charlotte, N. C., 300 W. First Street
Chicago, Ill., 230 E. Ohio Street
Cleveland, Ohio, 607 Hanna Building
Newark, N. J., 1060 Broad Street
New Orleans, La., 140 S. Robertson St.
New York, N. Y., 350 Fifth Avenue
Philadelphia, Pa., 1616 Walnut St.
San Francisco, Cal., 601 Third St.

# MAJESTIC HOST TO 91 AT CONVENTION

CHICAGO—Ninety-one distributors, distributors' executives, factory officials, and factory field men attended the sales convention held by Grigsby-Grunow Co. at French Lick, Inc., recently.

Among the distributors attending the convention were:

J. S. Kitchen, Wm. G. Evans, Jr., both of Air-Ola Radio Co., Huntington, W. Va.; Ben S. Gambill, Braid Electric Co., Nashville, Tenn.; Harry Lever, F. S. McGaughey, both of Capital Electric Co., Atlanta.

W. B. Davis, G. T. Watson, both of Davis Electric Supply Co., Memphis, Tenn.; F. J. Earle, Delta Hardware Co., Escanaba, Mich.; H. A. Abrahamson, Detroit Majestic Products Corp., Detroit; John A. White, Detroit Majestic Products Corp., Grand Rapids, Mich.

A. M. Fridley, H. S. Hollander, both of Electric Lamp & Supply Co., St. Louis; L. Bevins, Erie Radio Supply Co., Erie, Pa.; Ray F. Healy, Erskine-Healy, Inc., Rochester, N. Y.

Harold Kay, F. H. Stiening, Elmer Hamburg, all of Hamburg Brothers, Pittsburgh; M. C. Robinson, Horrocks-Ibbotson Co., Utica, N. Y.; Henry Zehner, J. R. Atkins, both of Ignition Service & Supply Co., Albany, N. Y.

George Taylor, Kelley-How-Thomson Co., Duluth, Minn.; Stanley Wallace, Majestic Distributing Corp., Tampa, Fla.; B. D. Colen, Majestic New York, Inc., New York City; G. J. Timmermann, Midwest-Timmermann Co., Des Moines, Iowa.

B. J. Kerper, Midwest-Timmermann Co., Davenport, Iowa; John J. Kelley, Monroe Auto & Supply Co., Monroe & New Orleans, La.; V. W. Clemishire, M. P. Myers & Co., Plattsburg, N. Y.; Charles T. Naddy, W. W. Bennett, both of The Chas. T. Naddy Co., Columbus, Ohio.

John J. Black, The Otis Hidden Co., Louisville; J. Trevor Peirce, Peirce-Phelps, Inc., Philadelphia; C. W. Hamilton, John Pritzlaff Hardware Co., Milwaukee; George E. Proudfit, R. S. Proudfit Co., Lincoln, Neb.; Edward A. Cords, Pritzlaff Hardware Co., Milwaukee; H. A. Hollibaugh, The Radio Equipment Co., South Bend, Ind.

J. E. Schuster, Schuster Electric Co., Cincinnati; Oliver N. Shaw, Furman Ferguson, both of Shaw Distributing Co., Charlotte, N. C.; R. H. Cowan, Southern Hdwe. & Bicycle Co., Jacksonville, Fla.; J. E. McDonald, Southwest Appliance Co., San Antonio, Tex.

Julien Loeb, Henry Brout, both of Specialty Service Corp., Brooklyn; E. M. Dupree, Star Electric & Engineering Co., Houston, Tex.; L. T. Glidden, John S. Pearson, Jr., both of State Radio Co., Indianapolis; Carroll Willis, Sterling Radio Co., Kansas City, Mo.

Francis E. Stern, Stern & Co., Inc., Hartford, Conn.; J. W. Holmes, C. Sharrah, both of Thompson & Holmes, Ltd., San Francisco; Roy A. Whipple, Wakem & Whipple, Inc., Chicago; F. D. Wilson, E. M. Wilson & Son, Newark.

S. Goodman, Woodhouse Electric Co., Norfolk, Va.; Cal Zamoiski, Joseph Katz, both of Jos. M. Zamoiski Co., Baltimore; Harry Alter, Northern Illinois Division, Chicago; V. J. McGranahan, Toledo Automotive Equipment Co., Toledo.

Factory officials in attendance: B. J. Grigsby, president and chairman of board; D. M. Compton, vice president; W. G. Peirce, Jr., assistant vice president in charge of radio; J. F. Ditzell, assistant vice president in charge of refrigeration.

Floyd D. Masters, radio sales manager; Ray S. Erlandson, assistant sales manager; Earl L. Hadley, advertising manager; C. C. DeWees, assistant advertising manager; A. R. Johnson, sales promotion manager, advertising division.

C. R. Klopp, sales promotion manager, refrigeration division; R. E. Shadley, credit manager; A. H. Kessler, refrigeration service manager; M. T. Nordengren, radio service manager.

H. E. Kranz, chief engineer; M. E. Paradise, radio engineer; Dr. Blackburn, tube engineer; Harry Scheel, export manager; C. A. Brinkert, refrigeration engineer.

Refrigeration factory field men in attendance: F. V. Archer, H. C. Benchley, Geo. T. Bryant, C. C. Choate, F. O. Fleischer.

A. DeB. Gaines, B. L. Kulick, T. H. Maginniss, K. McInnis, Geo. Wagoner.

Radio factory field men in attendance: M. O. Beckham, John G. Casagrande, J. J. Doherty, L. E. Hilduser, L. L. Kelsey, E. F. Lindgren, Edw. R. Rutledge.

# HARTFORD DISTRIBUTOR GOES INTO RECEIVERSHIP

HARTFORD, Conn.—The United States District Court of Connecticut, on Dec. 9, appointed William J. Burke of this city as receiver for the Frederick Raff Co., 175 Ann St., former distributor of Mayflower electric refrigerators.

Mr. Burke will operate and manage the business of the distributorship for the creditors. He has been ordered by the court to make a report within 90 days of his appointment as to the assets and liabilities of the company and the advisability of continuing the business.

# G. E., FRIGIDAIRE TO DISPLAY IN PORCELAIN EXHIBIT

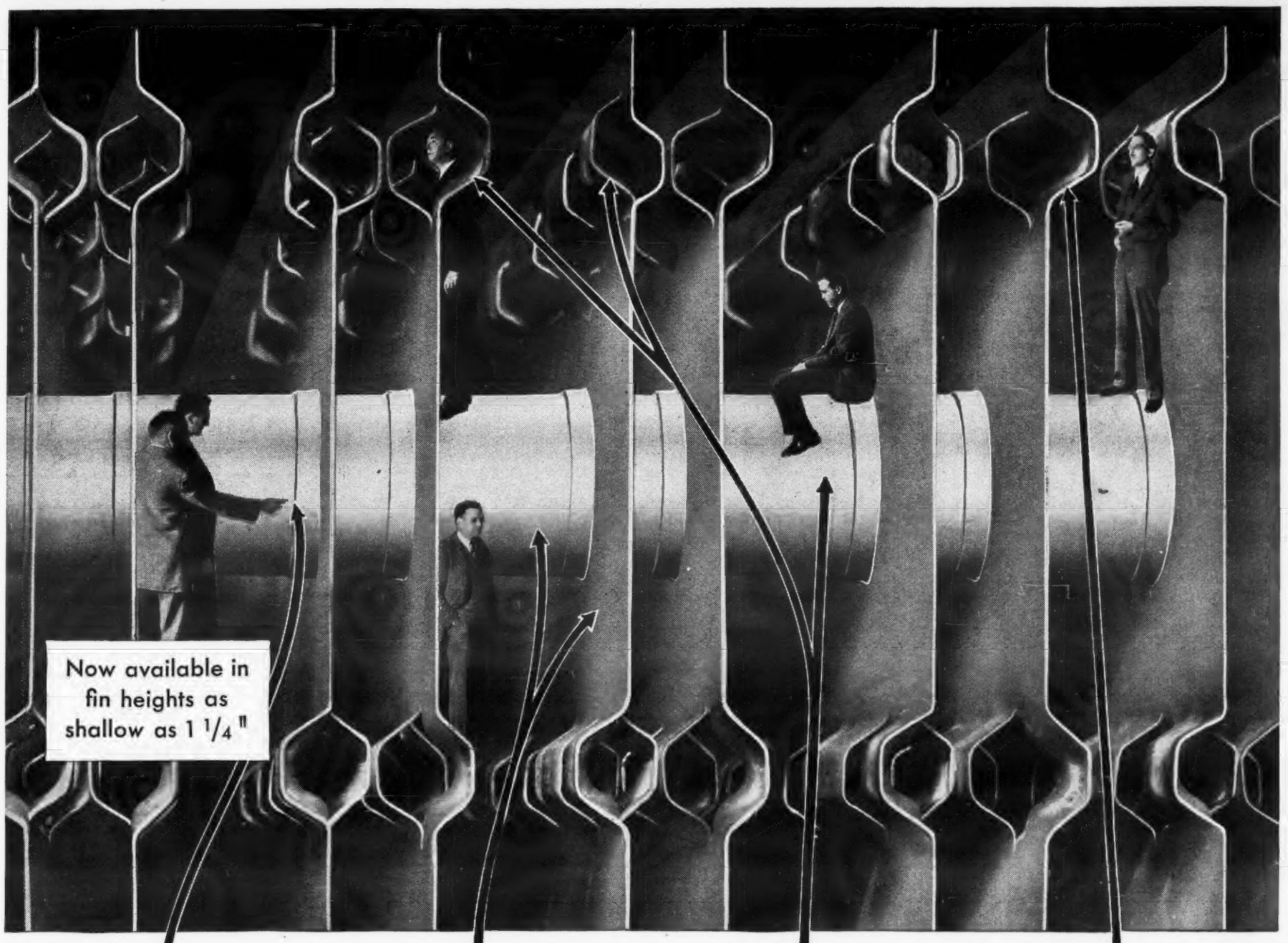
CHICAGO — Frigidaire Corp. and General Electric Co. have reserved space in the Porcelain Enamel Parade at "A Century of Progress" exposition, according to officials of the Porcelain Enamel Institute.

The parade is an exhibit of porcelain enameled products to be held in connection with the World's Fair. Both companies plan to display various models of their electric refrigerators.


# Every man should know

## • THESE ENGINEERING FEATURES FOUND ONLY IN FEDDERS NON-FROST COMMERCIAL EVAPORATORS

Photograph taken in horizontal position to bring out the salient points.




### COPPER FINS FUSED TO COPPER TUBES

Copper, universally acknowledged as having the highest heat conductivity of any base metal, is used for Fedders fins and tubes. Fedders exclusive fusing process provides

### METAL-TO-METAL BOND

This assures life-long efficiency because fins always remain permanently attached to tubes. Loose fins and formation of non-conducting sulphates and oxides are prevented.

### ELECTROLYSIS IMPOSSIBLE BETWEEN COPPER FINS AND COPPER TUBES

Electrolysis, ordinarily set up between dissimilar metals under severe conditions of humidity encountered in refrigeration, is eliminated by Fedders' use of copper fins fused to copper tubes.

### NON-FROST PERFORMANCE

Rapid heat transfer and scientific proportion of fin surface eliminate necessity for shut-downs for defrosting.

### FLUTED FINS INCREASE SURFACE AND AIR TURBULANCE

As much as 5/8" greater surface per fin or approximately 9% more vertical fin surface plus increased air turbulence further increase efficiency.

### LARGE 5/8 and 3/4 INCH COPPER TUBES

Greater capacity for refrigerant, elimination of oil pockets and greater rigidity are provided by large 5/8" and 3/4" O. D. Tubes.

### B. T. U. RATING BASED ON ONLY 14 HOURS RUNNING TIME

Size for size, area for area, the engineering advantages of Fedders construction make it possible to base the B.T.U. ratings on only 14 hours running time instead of 24 hours.

### FIN HEIGHTS FROM 1¼" UP

There is a Fedders Non-Frost model to fit every installation requirement. They are available with fins in all heights from 1¼" up, and any desired length.

EVERY engineering feature of Fedders Non-Frost Commercial Evaporators is a sales feature important to every man who sells, installs or uses commercial electric refrigeration.

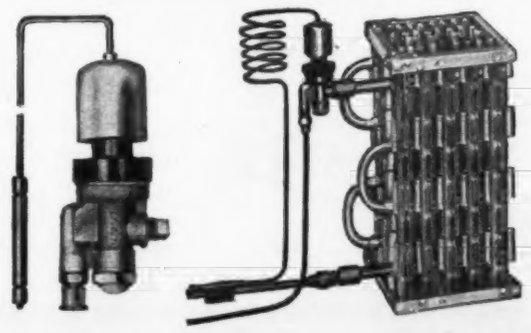
There are over 1,000 standard shapes and sizes of Fedders Non-Frost Commercial Evaporators to fit every requirement for walk-in boxes, display cases, restaurant coolers, etc.

They are made for all types of refrigerants including ammonia. Write for your copy of Fedders complete working data book.

*Also a complete line of Flooded and Dry Expansion Domestic Cooling Units and Evaporators, Condensers, Ice Cube Makers, Bulk and Bottled Beverage Coolers, etc.*

### *Equip with Fedders Thermostatic Expansion Valve*

The Fedders Thermostatic Expansion Valve makes a complete low side assembly for use on single and multiple systems. The photograph below shows a typical installation on a Fedders Non-Frost Evaporator.



# FEDDERS MANUFACTURING CO.

57 TONAWANDA STREET BUFFALO, N. Y., U. S. A.

# OPINION

*(Continued from Page 2, Column 5)*

ator manufacturer a smaller market than did 1932.

We are in a buyer's market. The purchaser will carefully weigh all of the elements of sales appeal, and will buy where he considers he can get the most in value at the lowest price.

The establishment of performance standards would certainly help maintain quality in the industry, but it would not seem that it would prevent further price reductions. Most certainly the value of each unit of refrigeration sale will be down rather than up. This naturally follows in a buyer's market.

**Long Prices Aid Private Brands**

Long prices on electric refrigerators encourage the sale of private brand electric refrigerators. So-called promotion merchandise can always be obtained in any field where the spread between the manufacturer's cost and the consumer's purchase price on nationally advertised lines is too great.

Department stores and other large outlets are setup to sell electric refrigerators in large quantities. They are able to finance their sales, and, therefore, will no doubt continue to be an important factor in distribution.

Whether they sell promotion merchandise under private brand or no name at all depends entirely upon the aggressiveness and the pricing of nationally advertised lines.

**Guarantees Work Hardships**

The placing of longer and longer term guarantees seems unwise. Regardless of how these long guarantees are handled, they place the dealer in a difficult position and work a hardship on him.

It would seem that the primary market for air-conditioning equipment is in new homes. Its full development would, therefore, seem to follow a building revival.

Companion lines to offset seasonal curves seem most logical.

ELECTRIC REFRIGERATION NEWS is truly a news magazine of the industry. Without doubt it will continue to serve in 1933 as it has in the past.

POWEL CROSLEY, JR.,
President.

## *Desire for Product Is Increasing—Newell*

Frigidaire Corp.
Dayton
Dec. 30, 1932.

Editor:

The 15,000 members of the Frigidaire field organization enter 1933 with faith and courage as their watchwords and the conviction that hard work will accomplish much in furthering the interests of the industry in general and Frigidaire in particular.

Our organization has come through 1932 remarkably well. This company along with other manufacturing and merchandising concerns has tightened its belt, shaken off the dead timber, and rolled up its sleeves. Products have been improved, manufacturing and sales activities advanced so that buyers of electric refrigeration are able to get more value for their money now than at any time in the history of this industry.

There has been absolutely no indication of a lessening of the public's appreciation of the advantages of modern refrigeration. On the contrary it is altogether logical to assume that today more people really *want* an electric refrigerator than ever before.

When the turn does come it will find well established companies in fine position to go ahead. During the past two years there have been notable product improvements. Overhead has been reduced. Prices have come down. Performance has been improved. And a tremendous backlog of potential business is being built up.

It is a safe prediction to say that as business conditions improve, employment increases and fear is alleviated so that pocketbooks are opened, that the electric refrigeration industry will probably get better than its share of the buying power that is released.

H. W. NEWELL,
Vice president.

## *Wilson Believes Price Has Lost Appeal*

Copeland Products, Inc.
Mt. Clemens, Mich.
Dec. 30, 1932.

Editor:

In response to your valued letter of Dec. 19, I will endeavor to answer hereinafter your various questions as you have numbered them:

1. Unless the purchasing power of the public declines further, I would expect a slight increase in business in electric refrigeration in 1933. As soon as the buyers' purchasing power increases to any extent, it is my judgment that the electric refrigeration industry will realize a fine increase in its volume.

Peak sales in the household refrigerators have not been reached, or even approached, when we consider that only 17 per cent of the wired homes now have electric refrigeration. It is difficult to anticipate when we will reach a peak because we are so far from saturation at the present, and as the number of wired homes increases the denominator in the saturation ratio gets farther away from us.

**Buyers Want Value**

2. The American public are getting, in different lines, the most remarkable values for their money I have ever seen, and I do not believe that in the present buyer situation they will lay any less stress on value in 1933. In Copeland we are hopeful that there will be a full appreciation of quality, performance, economy, and style, because we like to think that these elements make the best foundation-stones for the industry.

Price has ceased to have an appeal. When a manufacturer talks price and another one meets his reduction—and this process has been kept up in 1932—further price-cutting offers nothing to talk about. We are hoping that in the industry will be recognized that mere price has lost its appeal as a sales argument.

**Performance Standards Might Help**

3. The setting of performance standards would help maintain quality in the industry just the same as the setting up of a code among individuals helps establish their conduct.

It is hard to say to what extent performance standards would prevent further price cutting because price cutting is the result of judgment of management as affected by other considerations: each management has its own problem of securing the volume that will justify its factory investment and in other ways satisfy its directors.

Furthermore, they seem to have ambitions for position in the industry besides being affected, quite naturally, by what their competition does.

4. In the demoralized state of the present situation in 1932, it is hard to find a sea-level base from which to predicate the further rise or fall in retail prices. The buyer can buy electric refrigeration for almost any amount he wishes to give, and it is difficult to say how this situation could be any worse.

We can only hope that the later rise in material and other elements of cost will strengthen the retail prices and produce an adequate margin for sound manufacturing.

**Private Brand Policies**

5. The increase or spread of private brand refrigeration will depend a good deal on the policies of manufacturers with established trade-marks. Private brands result from the recognition of the fact that electric refrigeration has about reached the place of a staple as against a specialty.

Regular manufacturers will recognize this situation if they are not asleep to certain inflexibilities in their merchandising; and it would be sound for them to provide for private brand providing they can do so with a separate product from that on which they put their established trade-marks.

In Copeland, we cannot reconcile the sale of the identical product with an established trade-mark and also as private brand merchandise. We do not believe this is fair to the distributor and dealer.

6. It is difficult to see why the department store should not be and remain an important factor in merchandising electric refrigerators. Wherever a store has gained the confidence of its patrons it is fair that they should sell them electric refrigeration as well as anything else.

They have proven themselves as substantial factors in the sale of domestic appliances, including refrigeration, and we expect their influence will remain a powerful one.

They need the cooperation of intelligent manufacturers in properly setting up their sales, service, and advertising, and where this cooperation is given the acceptance of the department store will only be increased.

**Increase in Repossessions**

7. It would seem as though the industry has already gone farther in time-payment terms than wisdom would justify for the present credit condition of the country. The increase in repossessions this year is evidence in point.

We are hopeful that the manufacturers will recognize this situation. Otherwise distributors and dealers, as well as manufacturers, will be seriously set back. We do not foresee under what type of control free trial selling can be made feasible.

8. The Copeland stand for the one-year guarantee is quite definite. We are hoping that other sound manufacturers are coming to realize that the one-year guarantee is sound and that any other treatment of the subject brings in a trail of demoralization.

9. Copeland's share of the commercial business has been increasing steadily each year and forms an important part of the business of our distributors and dealers as well as the factory. Next year should bring a further improvement unless general purchasing power finds a further decline.

It is difficult to foretell the future possibilities of the commercial market because only a few of the avenues of commercial uses have yet been opened. Refrigeration seems to have an extraordinary application in industry and in air conditioning ahead of them.

**Air Conditioning Market**

10. Air conditioning will account for a fair portion of the industry's sales in 1933 with some companies. It cannot have the volume next year anticipated by some of the publicity writers because we have not reached the stage at which such equipment can be purchased on a volume basis as yet. It will take some years to adequately develop this market.

11. Electric refrigeration distributors and dealers, as also department stores, will continue to merchandise companion lines of household appliances. For six years we have encouraged such joint merchandising in our organization, because we have believed it to be for the good of our distributors and dealers.

As we have confined our attention as manufacturers to electric refrigeration only, we are not in a position to say what other appliances best fit in joint selling effort in different regions, communities and conditions.

There seems to be a variety of judgment on this point among our different distributors and dealers, and we assume there must be a similar variety of judgment throughout the industry.

**Fairness and Frankness**

12. ELECTRIC REFRIGERATION NEWS has been outstanding in its service to the industry (a) because of its alertness in all matters of news, (b) because of its excellent and intrusive editorial policy, and (c) because it has encouraged fairness and frankness in the discussion of all matters pertaining to the industry.

In our judgment, ELECTRIC REFRIGERATION NEWS, in 1933, should continue its policy of serving the entire industry—manufacturers, distributors, dealers, and salesmen. Whatever it does to bring about a better understanding horizontally among manufacturers, and a better understanding vertically between manufacturers, distributors, and dealers, will be definitely constructive and to that extent help offset the centrifugal forces only too prominently at work in these demoralizing times.

The comprehensive nature of your questions has made it difficult to confine our answers to the brevity we would like. In closing, may I congratulate Mr. Cockrell and his associates on the service they are rendering our industry.

WILLIAM ROBERT WILSON,
President.

## *Price Again to Be Featured—Quinn*

General Electric Co.
120 Broadway, New York City
Dec. 30, 1932.

Editor:

In reply to your telegram, I expect that about as many refrigerators will be sold in 1933 as were sold in 1932. Price will continue to be featured.

Practically all of the manufacturers, distributors, and dealers are losing money. In the long run the situation favors the one who has the means; he will be in business after the price competitors have eliminated each other. Discriminating buyers will look for quality and performance, but this is a small percentage of the business, which only the best manufacturers can hope to share.

I am afraid the performance standards to which you refer might not prove practical under our present competitive system.

The retail price of inferior quality refrigerators should go down, and the retail price of quality refrigerators, which are the only ones the public ought to buy, should tend to go up.

There may be temporary increase in the percentage of private brand refrigerators sold, but nationally known and trade-marked products will dominate the field, and later tend to increase.

Department stores will be an important factor in the sale of electric refrigerators. They will know more about the business, and the service responsibility that goes with a machine which must run intermittently through every hour of every night and day.

They may be less attracted by low price, wide-margin sirens—having been taught by experiences of 1932 that inventory losses, service costs, and unstable price policies make the business unprofitable to them.

**Every Conceivable Way**

The payment terms on refrigerators of inferior quality must be reduced; but, on the better machines there is no reason why long terms may not be given except for the cost of collection of small instalments. I expect to see machines sold on the trial method, and in every other conceivable way. There are some good operators who can do it profitably — the others will go through the experience until they learn that they cannot.

I expect to see long term guarantees by those who can afford to make them good. Where prices and margins are adequate, and firm policies established there is nothing sacred about either long or short term guarantees. The most pronounced objection to longer term guarantees are likely to come from those whose refrigerators do not stand up as well in service.

Increases in the market for commercial refrigeration must wait upon a turn in business conditions.

I do not expect air conditioning to be of outstanding sales importance in 1933, but it will be a growing field. The words "Air Conditioning" are being used to comprehend everything from an ordinary fan to a running water faucet. For this reason it is difficult for me to answer this question.

The trend toward the merchandising of companion lines in all commodities will continue until the total volume of business in this country begins to increase substantially. Specialization is economical only where there is sufficient volume to support it. I do not believe that any generalization intended to cover allied lines will be useful in specific cases, therefore, I shall not attempt to do it here.

ELECTRIC REFRIGERATION NEWS was almost entirely a constructive force in the industry up until sometime in 1931 when it began to "whoop-up" stories of people who were contributing very little if anything, and who, by all the laws of probability, will not continue in business over a period of years.

Yours is a newspaper, of course, but this does not justify offending proportions. It would be good, before accepting advertising or preparing news articles, to inquire whether the matter is honest, constructive, and likely to last.

T. K. QUINN,
Vice president.

## *Smith Foresees Lower Dollar Volume*

Frank E. Smith
51 East 42nd St., New York City
Dec. 23, 1932.

Editor:

In acknowledgment of your letter of Dec. 20 regarding conditions in the automatic refrigeration industry, I will endeavor to answer your several questions categorically.

1. a. I look for lower dollar sales during the first six months of 1933 than in the corresponding period of 1932.

1. b. I do not think the peak year in sales of household refrigerators has been reached, but it is impossible to tell when this will be without knowing exactly what general business will do.

2. Personally I have always felt that inherent "quality," plus eye appeal, plus the necessary performance which an automatic refrigerator must give, was the keynote of success in this industry.

**Sad Effect of Price**

Of course the "price" question has been injected with a sad effect, and before there can be any prosperity, the fact that the leading manufacturers are producing "quality" must help to bring the price of a high grade article back where there is a profit in its manufacture.

3. The establishment of performance standards is a good thing to help manufacturers maintain quality in the industry, but a poor implement to put in the hands of the public.

Quality rating in any industry leads to blackmailing methods. That is the reason the automatic refrigeration industry has steered clear of all outside laboratories who make comparative tests with the idea of issuing so-called "quality certificates."

4. The retail price on refrigeration equipment cannot possibly go lower without either one of two things happening.

a. Invention of new equipment which will lower production costs.

b. Increase in potential volume for immediate sale which will reduce pro rata overhead.

As I see the situation, the price on quality refrigeration equipment must go up if manufacturers are to maintain national organizations and are to make any money on their large physical and capital investment.

**Small Manufacturers**

5. Small manufacturers are always attracted to an industry where there has been a great deal of ballyhoo about its success. If the small manufacturer has something that is fully covered by a fundamental patent which is ahead of other products in engineering design and cost of production, he does not need a large retail outlet such as Sears, Roebuck or Montgomery Ward, or the large department stores (except incidentally) to sell his product.

I believe therefore that the product which will be supplied to the large retail outlets under private brands will be the common ordinary garden variety of refrigeration, and not the type of product that the leading manufacturers will manufacture and market through their own distributing outlets.

The advent of department store selling in the automatic refrigeration industry will not benefit the industry very much unless they will organize under the direction of the manufacturers with specialty salesmen who properly merchandise the equipment.

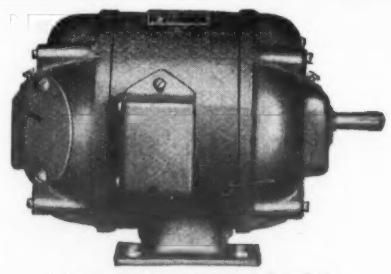
The influence of department store selling is usually bad on the manufacturers because they do not maintain prices, and they do make extravagant statements. In other words they do not comply with the policy of the manufacturer if it be a recognized nationally advertised product.

**Shorter Time Payments**

7. I think time payments will be shortened instead of lengthened. It is the period of depression that has made necessary the extending of the terms.

It has never been found feasible to sell a piece of mechanical equipment on a free trial basis. It is possible however that this may be practical in the refrigeration field, and it is certainly

*(Continued on Page 14, Column 1)*

1/6 Horse Power Century Repulsion Start Induction Single Phase Motor.

***Protection*** . . . Century Fractional Horse Power Motors are specially designed so that dirt, falling objects or dripping water will not enter the motor. One look tells the story.

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# ENGINEERING

## ALL GIBSON MODELS WILL BE HERMETIC

*(Concluded from Page 1, Column 5)*

stooping to remove or place foods in the refrigerator, Gibson engineers claim.

Interior lights have been standard equipment on Gibson refrigerators for the past year, but have been recessed in the cabinet liner of the standard line.

W. R. Marshall, advertising manager, is the originator of the copyrighted name "PresToe-Door" for the automatic door opener which operates with a foot trip.

**Adjustable Shelves**

The solution to the problem of making shelves adjustable to height was discovered by C. J. Gibson, president. He designed a four-position shelf support which permits the user to raise or lower any shelf about two inches from its normal position.

Another innovation as to shelf arrangement is the removable section of the lower shelf which provides addiItional storage space for large bottles.

In all but the two low-priced leader models, a wire dairy and egg basket will be fastened underneath the top shelf. This device was devised by Jacqueline Frost, director of the Gibson home economics department.

Mueller metal is used in making the connecting rod, and the pistons are of cast iron. The main bearing is six in. long. The permanent force feed and splash method is used in the lubricating system. A special cast crank running on a nitro-alloy shaft completes the compressor assembly.

All models, regardless of size of cabinet, will be powered with 1/5-hp. motors, and equipped with 12-position Ranco controls. The control has a defrosting position which permits the unit to cycle frequently enough to maintain a safe temperature in the food compartment to keep foods fresh, should the user forget to change the position back to normal operation.

Improved air circulation on the unit cuts down head pressure, according to Gibson engineers. The fan, motor, and condenser can be removed or replaced in the field. Lubrication sufficient for several years is contained in a special sealed-in bearing on the fan motor.

## *Lawrence Pump Opens St. Louis Office*

LAWRENCE, Mass.—Lawrence Pump and Engine Co., designer and manufacturer of centrifugal pumping machinery, has opened an office in the Mart building, St. Louis.

George Myers, who has had experience in heating, ventilating, and air-conditioning engineering, will have charge of the new office.

## *Service Men Organize Independent Firm*

HEMPSTEAD, L. I.—G. H. Krug, formerly with Specialty Service Corp., and J. C. Costello, formerly with Majestic New York, Inc., have organized the Long Island Associated Service Co., here, to install and service all makes of electric refrigerators.

## GIBSON TELLS CYCLE OF KEROSENE UNIT

*(Concluded from Page 1, Column 3)*

struction and operation of the unit are as follows:

The generator is a large tank, placed immediately over the oil burners, and is normally nearly full of an ammonia and water solution.

A small amount of this same solution is also contained in the receiver, which is a small tank placed over the evaporator in the top of the food compartment.

When the burners are lighted, the heat cycle starts, ammonia gas being driven from the solution. This gas passes through the expansion tube and continues through the condenser where the ammonia gas is condensed by the cooling water in the tank over the food compartment, and flows by gravity to the receiver.

**Action Continues**

This action continues until the generator is approximately half full of the solution, the solution by this time being approximately 15 per cent ammonia and the remainder water.

At the same time, the solution in the receiver is approximately 85 per cent ammonia. As the action continues, the liquid builds up in the receiver higher than the high point of the goose-necked return tube.

Being heavier than the ammonia, the water collects at the bottom, and is forced through the overflow tube back to the generator. In this manner the water is returned to the generator in each cycle.

At the end of the heat cycle, the generator begins to cool and draws back the ammonia gas from the receiver through the return pipe. This allows the ammonia in the receiver to expand and produces refrigeration in the receiver.

After this operation, the receiver becomes cool, the ammonia in the cooling unit boils and absorbs heat from the surrounding atmosphere, the foods in the refrigerator and the water in the evaporator trays, and, in condensing, gives up heat to the liquid in the primary receiver.

Thus refrigeration is accomplished, and the process continues until all refrigerating liquid in the receiver has been absorbed by the water in the generator.

A brine hold-over tank surrounding the evaporator keeps the ice cubes frozen and prevents defrosting of the coils during the heating cycle, and aids in maintaining low evaporator and food compartment temperatures over a period of 24 hours.

Heating of the generator is accomplished by three kerosene burners located beneath the box, so supported from the box that they may be moved to the front for filling the tank and lighting, then pushed back to the rear of the box under the generator for the heat cycle.

The required length of the heat cycle is controlled by the amount of fuel in the tank. At the beginning of each cycle it is necessary to fill the fuel tank and light the burners manually.

The heat cycle then continues until the fuel is exhausted. The burners then go out, and the absorption cycle starts. Only one heat cycle every 24 hours is necessary to produce continuous refrigeration, says Mr. Gibson.

Surrounding the condenser and utilizing the full area of cabinet tops is a reservoir for the cooling water. This reservoir is filled with water at the time of installation and must be kept full at all times.

A float type water level indicator with a dial face extending to the front of the unit shows the water level.

A safety device in the form of a frangible disc will relieve the system to the atmosphere in case of abnormal outside temperature due to fire, and so prevent the system from bursting, the manufacturer claims.

The Gibson "KeroUnit" refrigerator complies with the Underwriters' Laboratories' tentative outline for unit refrigerating systems as well as Underwriters' Laboratories' standard for the construction and performance of kerosene stoves for cooking and heating.

## PORCELAIN PATCHING METHOD DESCRIBED

DETROIT—Commonwealth Edison Co., Kelvinator distributor in Chicago, has developed a new and effective porcelain patching method, according to *Kelvinator Service News*, which describes the process as follows:

Prepare the spot for patching by chipping away the loose porcelain, if any. Wash the spot and the surrounding porcelain with lacquer thinner.

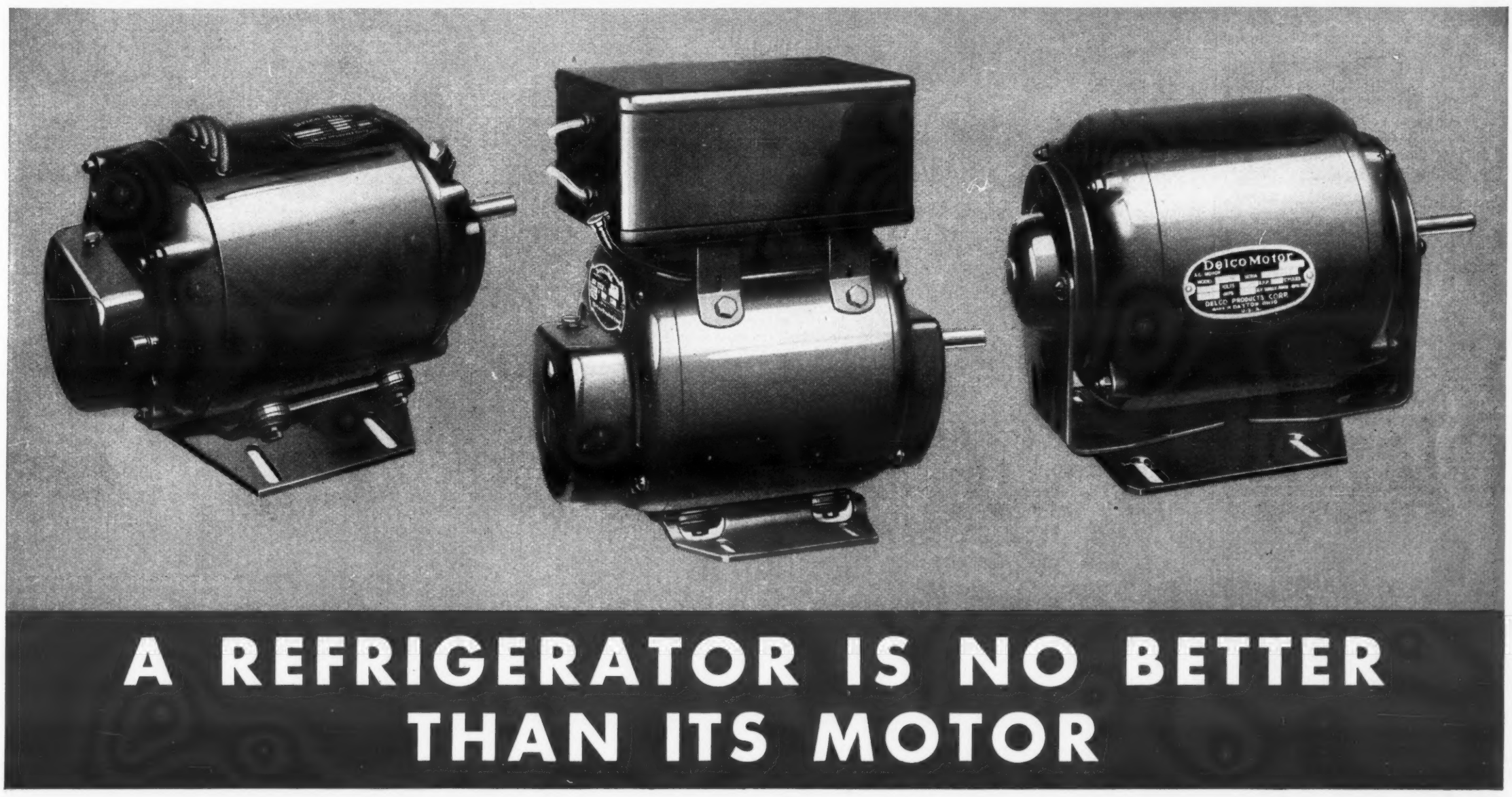
Fill the spot with white lacquer glaze. If the patch is large it is best to apply the glaze in two applications, allowing a few hours' drying time. The glaze must be built up above the surface of the surrounding porcelain.

When the glaze is dry sand it level with water sandpaper and water. No. 00 sandpaper can be used for roughing down the patch and 6/0 for finishing. Care must be used in sandpapering not to scratch the surrounding porcelain.

Then clean the patch and spray it with white lacquer tinted very slightly with black lacquer. Black lacquer is necessary as untinted white lacquer will show up yellow on the porcelain. In spraying the patch try to cover the patch without getting too much paint on the surrounding porcelain. It will be necessary to experiment with the number of coats and the viscosity of the lacquer.

After spraying the patch *it must dry over night*. Then rub it down with a very fine combination cutting and polishing compound (such as Kennite Rubbing Compound manufactured by the Pittsburgh Plate Glass Co.).

When spray equipment is not available, porcelain can be patched by using the porcelain patching cement.


A REFRIGERATOR IS NO BETTER THAN ITS MOTOR

The finest refrigerator mechanism in the world can give satisfaction only when driven by a dependable motor.

A silent compressor is of little avail if its motor growls when it starts, hums while it runs, or clinks noisily when it shuts off.

A beautiful cabinet stands in mute mockery of its value if the motor inside it fails to turn the wheels that keep it cold.

The motor must be dependable, or reputation and customer satisfaction are in constant jeopardy.

It should be a different kind of motor than you would ordinarily use on a machine tool in your factory.

It should be a more durable motor than might be required for a household appliance that stands idle much of the time.

It should be designed expressly for household refrigerator service. It should be built with the greatest care.

That means a Delco motor. Leading refrigerator makers, large and small, agree that Delcos ideally meet refrigeration requirements.

They have installed Delco motors in more than two million refrigerators. And not one has ever had a good reason for changing to another make of motor.

Delco motors are provided in condenser-transformer and repulsion-induction types, for every type and size of refrigerator.

DELCO PRODUCTS CORPORATION

DAYTON, OHIO

# Executive Opinions

*(Continued from Page 12, Column 5)*

being followed by manufacturing firms at the present time.

8. There is no rhyme or reason for long-term warranties. As you know, I have fought this matter for upward of two years and I think my efforts are about to bear fruit in that most of the manufacturers of open type equipment will go to one-year warranty on Jan. 1, and the sealed type manufacturers are considering a differential of one year, making the total warranty period two years, also effective Jan. 1.

This will leave General Electric out on the "limb" and they will have to crawl back to the main "trunk" sooner or later.

9. I look for an improvement in the market for electrical refrigeration equipment just as soon as the manufacturers stop cutting each others throats in the matter of price and unethical sales methods. Over a period of time the dollars and cents business in the commercial field will greatly exceed that of the household field.

10. There has been a lot of talk about air conditioning but very little to back it up. In my judgment, present day air-conditioning equipment has not reached a practical marketable stage for the average home. The present equipment is too expensive and does not have proper efficiency to give the comfort required.

I think the market for air-conditioning equipment will slowly rise to large proportions, but it is going to be a year or two before it gains any great momentum.

**Separate Sales Staffs**

11. The sale of household utilities of various kinds through single outlets can always be accomplished providing separate crews of specialty salesmen are used on each line. In my judgment, the business of heating, cooling, and air conditioning go together for the home and this involves oil burners, coal stokers, air-conditioning equipment, automatic refrigeration equipment, etc.

12. ELECTRIC REFRIGERATION NEWS has undoubtedly filled a very much needed mission in the year about to close. The trend of its editorials will have a great bearing on what it is able to accomplish in 1933.

While every reputable concern must be recognized as a potential cog in the wheel of the automatic refrigeration industry, yet care must be exercised not to encourage the ballyhoo element, which, if encouraged can do a tremendous amount of harm.

What I am trying to say is that ELECTRIC REFRIGERATION NEWS can do more for the automatic refrigeration industry by aligning itself as to editorial policy or its paper policy generally, with the larger manufacturers in the industry, who are doing their utmost to produce quality and style with performance and economy at the lowest possible price consistent with realizing any manufacturing profit.

In closing, I cannot refrain from repeating once more my opinion however that, considering the large investment of money and brains in the automatic refrigeration industry, the stockholders are entitled to an adequate return on their investment, but up to now no one has made any money, chiefly on account of a long line of controversies which have taken place among the leaders of the business.

With the new year, it is hoped the major portion of these differences may be ironed out, and that these manufacturers may go forward on a safe and sound keel which will ultimately make of the automatic refrigeration industry a profitable investment which, in spite of all the ballyhoo, it has never been.

FRANK E. SMITH.

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For refrigerators
and refrigerating equipment
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*Refrigerating Engineers and Architects*
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**NAME PLATES** ALL KINDS..
Vitreous Enameled or All Metal
Why be proud of the refrigerator and use a poor name plate. We will design steel emblem for you.
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RADIATOR &
MFG. CO.
DETROIT, MICH.

## *Grunow Lauds Value Of New Ideas*

Grunow Corp.
4127-4153 George St., Chicago
Dec. 21, 1932.

Editor:

Normally any industry shows an upward sales trend from year to year and unquestionably, the sales curve should go upward in 1933 if we were operating in a normal era, but we are not.

While we are all optimistic here and believe in the fundamental soundness and future of America, it would be very foolish, in my opinion, for anyone to try and give an accurate forecast of business conditions in a particular industry, in the present state of economics.

In general, all of the factors which you mention such as price, quality, style, etc. will always have some bearing on sales to the general public. However, today more than ever before, the public is, undoubtedly, looking for greater values and while this takes price into account it is not a case of price alone.

The public wants more for its money but this "more" means greater efficiency, greater economy, not to mention better appearance.

The record of industry in depressions has always been and probably always will be that new ideas, new standards of perfection, and getting away from the conventional dyed-in-the-wool manufacturing principles, get quicker foothold than at any other time.

**Be Honest with Public**

Above all else industry today needs to be honest with the public; tell them the truth, rather than try to make them believe that a $5.00 article represents a $10.00 value.

The manufacture and sale of private-brand electric refrigerators will probably not increase. We only need to look back into history to find that such operations are never lasting and today, more than ever before when public confidence is so shaken, wise dealers find it more profitable to push a line that bears the name of a man or company with whose record he is familiar.

Department stores will come more and more into the picture as it is generally known that the only thing holding them back has been the distaste for expensive and troublesome service. With the elimination of anything but trivial mechanical service on electrical refrigerators, the department stores will loom up as a big factor in pushing their sale.

In all probability down payments and terms will remain in line with the present custom, as there is no need for change. Long-term guarantees have been the cause of more grief and loss of profit than probably anything else. A long-term guarantee, in my opinion, is an admission of imperfect manufacturing.

**Long Guarantees Unfair**

Electrical refrigerators are about the only commodities where such abuses have existed and such long-term guarantees are, undoubtedly as unfair to the dealer as to anyone else, but of course, have been more or less a necessary evil, due to the type of refrigerant used. With the correction of this fundamental handicap long-term guarantees are not needed.

I see no radical upturn in the market for commercial refrigeration. In my opinion practical air conditioning for home use is quite a ways off. In many respects this is an architectural and building problem and little need be said on the state of the real estate market at the present.

In my opinion, companion appliances in the electrical line will be marketed more and more by refrigeration dealers.

ELECTRIC REFRIGERATION NEWS is, undoubtedly, one of the best edited and fair-minded publications in the business field with a record for fearlessness in presenting all sides of the refrigeration question that it may be proud of; and we wish for your continued success, which you deserve.

WM. C. GRUNOW,
President.

## *Industry Will Forge Ahead, Bell Says*

Williams Oil-O-Matic Heating Corp.
Blooington, Ill.
Dec. 24, 1932.

Editor:

The electric refrigeration industry continued to make progress in 1932 and all indications are that it will forge ahead in 1933. The business has had a phenomenal growth, starting only a few years ago, and has become today one of the largest industries in the country.

It is rather doubtful if the sales record of household refrigerators that was made in 1931 will be exceeded. The progress to be made in this business in 1933 will depend somewhat on how much recovery is made in general business conditions.

**Next Major Purchase**

Surveys taken in homes that do not have electric refrigeration, in different sections of the country, have revealed the fact that in the majority of cases an electric refrigerator will be their next household purchase.

With the buying public refrigeration-minded and prices of quality makes the lowest they have been in the history of the industry, the way is paved for a large volume of sales in 1933. Lower prices open up a new large market by placing families receiving smaller incomes in a position to purchase electric refrigeration.

Taking into consideration that the market is only slightly more than 20 per cent saturated and many new appliances that will materially increase the potential market are being developed for the use of mechanical refrigeration, these facts will make it possible for this industry to enjoy a large volume of business for many years to come.

There will be many new improvements and refinements added to new models which will carry lower prices, thus giving the public more value for their money. It is also our belief that quality, performance, style, and economy of operation will have more appeal than merchandise built to sell at a low price.

The establishing of performance standards should help materially in maintaining quality in the industry and eliminate, to some extent, price cutting. Closer cooperation of the manufacturer, distributor, and dealer will help a great deal in avoiding price cutting.

The dumping of large surplus stocks of refrigeration on the market at cut prices eliminates the possibilities, in most cases, of either the manufacturer, distributor, or dealer making any profits from merchandise disposed of in this manner.

The private brands of electric refrigerators have no doubt been responsible, to some extent, for a large amount of price cutting that has been done in 1932. With the values that are now being offered by a large number of manufacturers of well-established makes, we cannot see where there is much room for merchandising private brands to be sold directly to large retail outlets without jeopardizing their standing.

There are a sufficient number of manufacturers in the business supplying a complete line of models and range of prices that places large retail outlets in a position to select a line that will fill their requirements without the necessity of having a private brand manufactured for them.

There is a certain amount of pride of ownership to the entire family in owning an electric refrigerator, therefore, it is our opinion that the majority of families will select an electric refrigerator of a standard make in preference to one of a private brand.

**Department Store Selling**

The department stores have shown a material increase in their sales of electric refrigeration, and those that establish refrigeration departments with a trained manager and salesmen in charge will, no doubt, continue to show an increase in their number of sales.

Due to the fact that a large percentage of the sales are made on time payment contracts and department stores have a very attractive financing plan, department stores are in a position to secure a volume of refrigeration business.

During the past year the industry as a whole has been offering very atractive terms and with down payments that the average wage earner can easily handle. Any further decrease in the amount of the down payment or increase in the time in which to complete the payments of the contract would not be sound business and would have a tendency to materially increase the number of repossessions.

We cannot see the necessity for reputable manufacturers offering long-term guarantees on electric refrigeration, as the average electric refrigerator will give many years of uninterrupted service after the guarantee has expired. The long-term guarantee places a hardship on the distributor and dealer in that they are called upon, in many cases, to render free service which the purchaser is not entitled to and would not expect if it weren't for the long-term guarantee. In our opinion, the term of the guarantee should be restricted to one year.

All indications are that the market for commercial refrigeration equipment will be materially increased in 1933 as a result of the many new appliances that are being developed for use in commercial refrigeration.

There is no question that just as soon as there is a recovery made in general business conditions that a large additional number of merchants that use refrigeration will put in mechanical refrigeration equipment in order to keep pace with their competition and render a better service to their customers.

**Air Conditioning Important**

Air-conditioning equipment will play an important part in the refrigeration business in 1933; however, we believe that there will be many changes made in air conditioning before this end of the business reaches a practically marketable stage.

There is no question in our mind but what the trend toward the merchandising of companion lines to electric refrigeration between distributors and dealers will continue; however, in order for distributors and dealers to successfully market electric refrigeration, the lines should be restricted to not over two to four major lines.

A sales manager, who will devote his entire time to hiring and training salesmen, should be put in charge of each line. Arrangements should be made for an interchange of prospects between the different sales departments, whereby, the salesman selling another line, who would turn in a prospect for an electric refrigerator, would receive some remuneration for reporting the prospect.

We want to take this opportunity of expressing our appreciation to ELECTRIC REFRIGERATION NEWS for the good work it has been doing in keeping the industry posted as to the developments and progress it has made; also, in taking the initiative in outlining ways and means of handling many of the problems that have confronted the industry.

STANLEY C. BELL,
Sales manager,
Ice-O-Matic division.

## *Zucker Thinks '33 Will Be Profitable*

Stewart-Warner Corp.
1826 Diversey Parkway, Chicago
Dec. 29, 1932.

Editor:

Business in general is feeling the rising sales action reported in many quarters. This is particularly stimulating to the electrical refrigeration industry because buying for the home is usually the first to recover.

The thrift appeal alone is advancing the cause of electric refrigeration in the home. The curtailment of servant hire has trebled the demand for time and labor-saving equipment. With the home regaining, day by day, its place as the fountainhead of social as well as domestic life, the sale of electric refrigerators is certain to increase.

In this I see a sound indication of a swifter commercial current and brighter industrial horizon, and I believe 1933 will be a profitable year for the industry.

W. J. ZUCKER,
Vice president and general manager.

## *Dealers Resist Long Guarantees—Kuebler*

Uniflow Mfg. Co.
Erie, Pa.
Dec. 22, 1932.

Editor:

In response to your letter of Dec. 19, we feel that it is a bit early to make any forecast regarding sales curves for 1933 in the electric refrigeration industry.

We believe that refrigerators should have all of the sales appeal that you mention and the price must be consistent with quality. What will appeal to one purchaser might not appeal particularly to another. Purchasers differ in their tastes.

We do not feel competent to answer some of your questions. Also in time we believe that dealers will be largely responsible in determining the length of the guarantee. There seems to be a growing dealer resistance to long guarantees.

We will say that we think the outlook for refrigeration industry in 1933 is hopeful. It is certainly in better position than many industries to get its share of the public's dollar.

Perhaps a little later on we could venture safely more definite opinion as to what can be expected in the electric refrigeration industry in 1933.

We have always felt that ELECTRIC REFRIGERATION NEWS has kept step with the fast changing electric refrigeration business, and that the tempo of the NEWS is quite refreshing.

C. A. KUEBLER,
President.

## *Baker Says Prices Are at Bottom*

Baker Ice Machine Co.
Omaha, Neb.
Dec. 27, 1932.

Editor:

This acknowledges receipt of yours of Dec. 19 and in reply to your questionnaire will make the following answers:

1. I do not think there will be any material change until business generally has become more settled. I do not think the peak in the sales of household electric refrigeration has been reached or will be until general business conditions change for the better.

2. I believe the price will remain practically the same as at present, as the cost of manufacture has been figured on a rock bottom basis. Styles will of course improve, but think the present price basis is very nearly bottom.

3. Yes.

4. Very little change from the present status.

5. A. No.

5. B. Yes.

6. A. No.

6. B. No.

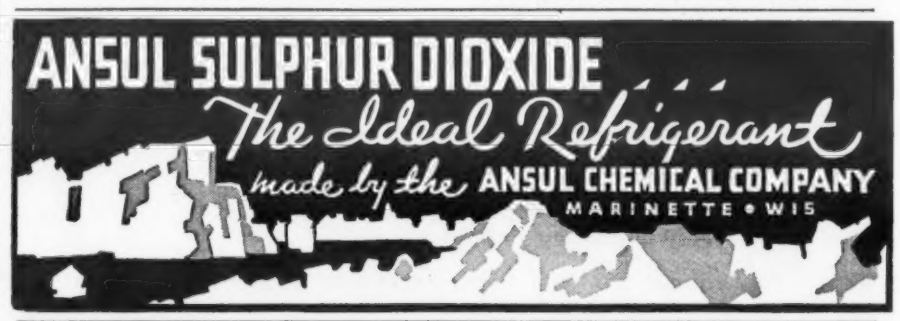
7. A. I believe that the credit or time payment system has about reached its limit, in so far as would be justifiable.

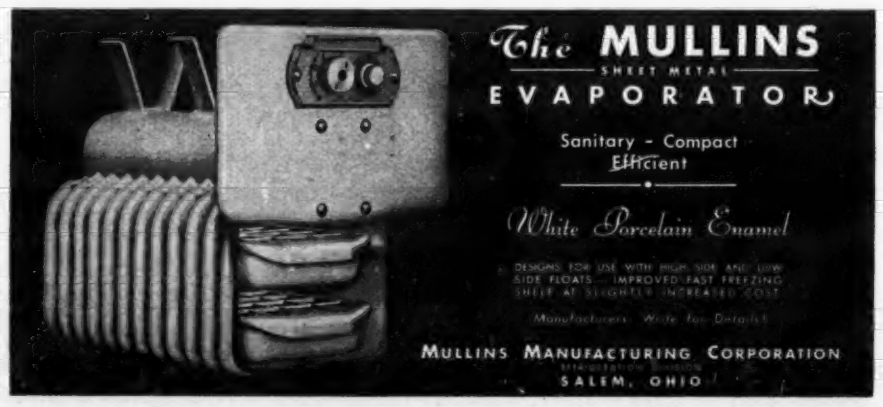
7. B. Free trial selling, in the opinion of the writer, is not practical and is a commercial mistake.

8. A. Long term guarantees, I think, are a mistake and, in my opinion, one of the principal causes for our present general business conditions.

If the purchasers had any knowl-

*(Concluded on Page 15, Column 3)*

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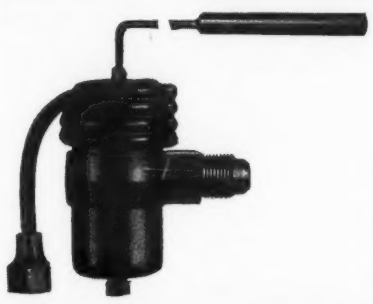

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# Executive Opinions

*(Concluded from Page 14, Column 5)*

edge at all as to how refrigerating equipment should be handled and taken care of, it would give very much better service, as the user is frequently inclined to endeavor to secure better results than the machinery is designed for or capable of accomplishing, thus causing a great deal of trouble in connection with the mechanical adjustments of the equipment.

9. A. Yes.

9. B. I think there is a good future in the manufacture of both commercial and household equipment.

10. A. Yes.

10. B. It depends upon connections and territory of the distributor.

11. A. Yes, if proper care is taken in the installation of suitable plants.

11. B. No, as it is yet only in its infancy and will have to be more thoroughly developed, all depending upon how carefully and effectively the installations prove themselves to be, as nearly everyone, during these times is waiting to see the results of installations which are in operation.

12. A. I think ELECTRIC REFRIGERATION NEWS has accomplished good results and is doing very fine work for the industry.

12. B. By giving close attention to each installation and the results obtained therefrom, as the success or failure of this feature of refrigeration depends entirely upon the results secured.

J. L. BAKER,
Chairman of board.

## *Distributor Profits Important—Seeger*

Seeger Refrigerator Co.
Arcade, Wells, and Whitehall Streets,
St. Paul, Minn.
Dec. 30, 1932.

Editor:

Replying to your letter of Dec. 19 and also your telegram regarding prediction for coming year, I hesitate to make any public prediction as my past record on this score is very poor, however, I do believe special consideration should be given to profits for the distributor rather than volume for the manufacturer.

We all will see a much better 1933 than 1932.

WALTER G. SEEGER,
Vice president.

## *Must Demonstrate Quality—Lindsay*

Dry-Zero Corp.
Merchandise Mart, Chicago
Dec. 23, 1932.

Editor:

On my return I find your letter of Dec. 19, and give you briefly herewith the highlights for 1933 as we see them. It is not amiss to say that we get rather a clear cross section of the entire industry.

It is difficult to see any prospect of much increase of business in 1933 over 1932, and this would seem to apply to the electric refrigerator field as well.

I do not believe that we have seen a peak year in this industry yet, but I think there will be less skyrocketing in the future. There seems little question that there are liable to be changes in leadership in the field but that is not peculiar to the electric refrigeration industry.

1933 will definitely mark the beginning of selling electric refrigerators by their *complete* merit as electric refrigerators, not by a single dramatized part or institutionalism—the latter will begin fading as a prime sales argument. Personally, I am well convinced that there will be three major sales bases:

(1) Selling by performance and quality demonstrable on the sales floor.
(2) Selling by institutionalism.
(3) Selling the cheapest product.

In the past the public has not been taught what makes a good electric refrigerator. It has only been fed on dramatized parts, such as the compressor, or the infallibility of institutions, or cheap price.

1933 will see manufacturers who are determined to give the best quality that can be given in the two essentials —the machine and the insulation—and in all the superficials. Inasmuch as all makes claim this situation these manufacturers will evolve methods of proof on the sales floor.

In other words, the industry is at the point that the automobile industry reached perhaps 12 or 15 years ago when the fact that the darn thing ran and looked pretty was not sufficient. People began to want demonstrations of gasoline consumption, operation, and to know what was in the guts of the product in the way of Timken bearings, etc.

This relatively new departure in selling electric refrigerators will, I think, have a very noticeable effect upon individual sales achievement and, further, will tend to segregate the no-name and cheap products in a class by themselves, as well as differentiate quite strongly in the rest of the field.

The manufacturer following these lines of effort has attractive possibilities for 1933 provided he gets the proof of the superiority of the two essentials into the methods and the hands of his dealer salesmen on the floor and at the door—and not in the shape of unsubstantiated claims.

And he must, of course, have his full share of attractiveness of the superficials, such as the sense appeals of the product.

This is a tough job but well done will make a tough year yield satisfactory results.

HARVEY B. LINDSAY,
President.

## *Guarantees Too Long, Believes Hull*

Rex Mfg. Co., Inc.
Connersville, Ind.
Dec. 28, 1932.

Editor:

I am somewhat tardy in answering your letter of Dec. 19 but should my answers to your queries reach you in time to answer your purpose, I hope my views on the questions asked may be not too far from what the future may prove these answers actually to be.

Therefore, I am answering them in the order that you have asked them.

1. As conditions are today and will undoubtedly be during the year 1933, I am of the opinion there will be a decline in the volume of refrigeration business. However, I do not think the peak year of sales in the household field of refrigeration has been reached and I would therefore feel that we should expect the year 1934 or 1935 to establish the peak in sales of household refrigerators.

2. Price and performance.

3. I would think that performance standards would help maintain quality in the industry but will not prevent at this time further price cutting.

4. Down.

5. Yes, I believe there will be increased sale of private brand electric refrigerators but I think the policy an unwise one.

6. I am inclined to the belief that department store selling of refrigeration will increase in the future rather than decrease.

7. I cannot answer this with any degree of reliability since we are not contacting the trade so as to have any experience with either question.

8. Guarantees are decidedly too long now and we are expecting the industry to reduce the length of their guarantee.

9. I believe there is a splendid future ahead for commercial refrigeration equipment and I also believe that the possibilities for the commercial side of this industry is greater than that of the household.

10. I question whether the air-conditioning equipment will be a sizeable part of the industry in the year 1933.

11. Yes, the trend toward the merchandising of companion lines of appliances by electric refrigeration dealers and distributors will continue. One of the likeable lines is oil burners; and radios also.

12. ELECTRIC REFRIGERATION NEWS has, during the year 1932 as it has done in the past several years, rendered a great service to the refrigeration industry because of keeping all the facts pertaining to the various departments of this industry before those who are manufacturing, buying, and selling the product, making it possible for those interested to feel and know that they are informed on all new developments as soon as they take place.

We have expressed ourselves frequently that there are few industries which are as fortunate as the refrigeration industry in having a thoroughly wide-awake, up-to-the-minute publication devoting all their time and energy to the industry which they champion.

I can think of no special departure from your past splendid policy that would be needed in order to keep the service up to the minute for 1933.

C. C. HULL,
President.

## *'We Have Entered New Era'—Davidson*

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NIGHT LETTER OMAHA NEBR
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UNFORTUNATELY YOURS 20 WAS NOT FORWARDED DURING RECENT EASTERN TRIP STOP SORRY ITS TOO LATE ANSWER QUESTIONS STOP REFRIGERATION NEWS HAS DONE SPLENDID WORK IN SPREADING CONSTRUCTIVE GOSPEL OF BETTER ELECTRIC REFRIGERATION CONSTRUCTION COOPERATION SELLING AND KNOWLEDGE STOP WE HAVE ENTERED NEW ERA STOP THE WINNERS WILL BE THOSE WHO MEET IT WITH SIMPLIFIED METHODS WITH OPTIMISM AND FORCEFUL EFFORTS TO SELLING

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For appointment, write Box 532
Electric Refrigeration News


# QUESTIONS

**Rubber Ice Cube Trays**

*Query No. 1030*—(Sales and service company, Philadelphia)—"Will you kindly forward to us the names of a few companies manufacturing rubber ice trays?"

*Answer*—Inland Mfg. Co., 15 Coleman Ave., Dayton.

**Rubber Sealing Strips**

*Query No. 1033* (Commercial Refrigerator Manufacturer, Ohio)—"Kindly send us the names of manufacturers supplying rubber sealing strips, such as used in the construction of refrigerated display cases and counters."

*Answer*—See page 202 of the REFRIGERATION DIRECTORY and MARKET DATA BOOK.

**Collection of Service Manuals**

*Query No. 1035* (Dealer, Kansas)—"We understand that a book has been published which contains the service manuals for all makes of electric refrigerators. Who publishes it?"

*Answer*—The "Official Refrigeration Service Manual" of Gernsback Publications, 96 Park Place, New York City, contains extracts from manuals of a number of refrigerator manufacturers, although not all are covered.

THE MILLIONS WHO STILL HAVE URGE AND MONEY WITH WHICH TO BUY STOP GOOD WISHES FOR YOU AND YOUR PUBLICATIONS
J E DAVIDSON.

## *Brown Predicts Rise In '33 Prices*

Electric Refrigeration Bureau
420 Lexington Ave., New York City
Dec. 29, 1932.

Editor:

In regard to the electric refrigerator business for 1933, I believe that it will be about the same volume as in 1932, with a trend toward higher prices during the second half.

Quality will be a more important factor in making sales and along with that, go performance and economy.

The refrigeration bureau is working on a splendid program for 1933, laying particular emphasis on field work with the local organizations.

G. N. BROWN,
Manager, refrigeration bureau.